Ministry of Higher Education and Scientific Research

Scientific supervision and evaluation device

Department of Quality Assurance and Academic Accreditation

Academic program description form

University name: University…Anbar

College/Institute: College…Literature

Scientific Department: Department……media…….

Name of the academic or professional program: Bachelor's…media

Name of final degree: Bachelor of Science in.media.

Academic system: annual

Description preparation date:1/4/2024

File filling date:1/4/2024

the signature:

nameScientific Assistant:Omar Aaadoon
Ayyed

the date: 1/4/2024

the signature:

nameHead of Department:
Abdulrahman Ali Hamad

the date: 1/4/2024

Check the file before

Division of Quality Assurance and University Performance

Name of the Director of the Quality Assurance and University Performance

Division:Salah Adnan MJWEL

the date: 1/4/2024

the signature:

Prof. Dr. Arif Abed Sayel

Authentication of the Dean

	See the program	.1

[a]College seeks aLaddad In numbersGraduates in the fieldmediaTo work in government departments and benefit from specialization in the practical and applied field

	Program message	.2

Working to prepare and graduate leading scientific and leadership competencies in the field of…For informationAnd in developing the balance of knowledge in the field of scientific research in the field of…FlagsTo serve the local, regional and international community, as well as to train and refine the minds of students scientifically and cognitively, and to emphasize social and cultural values and respond to the requirements of the local market.

	Program Goals	.3

1– Preparing distinguished graduates in the fields ofFlagsand qualify them scientifically and professionally.

2– Providing graduates with applied practical skills in the branches of…FlagsTo meet the needs of the labor market. According to scientific developments taking place in the fields ofFlagsdifferent.

Preparing graduates to participate effectively in building society and   3– conducting researchTo the science associated with the branches ofFlagsSociety's issues and basic problems, and what provides assessment and solutions to those problems.

That the studentsThe graduateYnThey will beQualified to complete   4–

postgraduate studies in accordance with established instructions	

Program accreditation 4.	
There is	

Other external influences 5.	
noTis found	

comments *	percentage	Study unit	Number of courses	Program structure 6.
Basic course		45	45	Enterprise requirements
			Yes	College requirements
			Yes	Department requirements
			nothing	summer training
				Other

* Notes may include whether the course is core or elective.

Credit hours		Name of the course or course	Course or course code	Program description 7. the year2023–2024/ the level
	3	The art of radio	MEA101	The first

		news		
	3	Montage	**MEA204**	The first
	2	Public relations	**MEA102**	The first
	3	Television photography	**MEA106**	The first
	3	Media and digital education	**MEA105**	The first
	3	The art of radio reporting	**MEA308**	The first
	2	Media language	**MEA401**	The first
	2	Mass communication	**MEA103**	The first
	2	History of journalism	**MEA107**	The first
	2	Calculators	**UOA141**	The first
	2	Public relations	**MEA102**	The first
	3	The art of the press release	**MEA101**	The first
	3	Photojournalism and digital photography	**MEA106**	The first
	2	Produced by	**MEA204**	The first
	2	human rights	**UOA135**	The first
	2	Mass communication	**MEA103**	The first
	2	Public relations	**MEA102**	The first
	2	Communication theories	**MEA203**	the second
	2	Radio directing	**MEA405**	the second
	3	Interview and radio investigation	**MEA205**	the second
	3	Media research methods	**MEA305**	the second
	2	Political connection	**MEA104**	the second
	2	Digital technologies	**MEA304**	the second
	2	English language	**UOA223**	the second
	2	paring and	**MEA403**	the second

		esenting programs		
	3	The art of voice and delivery	**MEA207**	the second
	2	Media language	**MEA401**	the second
	3	TV investigation	**MEA205**	the second
	2	Press interview	**MEA201**	the second
	2	Media economics	**MEA304**	the second
	3	report	**MEA201**	the second
	2	information technology	**MEA302**	Third
	3	Report and radio correspondence	**MEA310**	Third
	3	the new media	**MEA413**	Third
	2	English language	**UOA140**	Third
	2	Arabic Language	**UOA137**	Third
	3	Investigative reports	**MEA306**	Third
	3	Media research methods	**MEA305**	Third
	2	Radio and television networks	**MEA303**	Third
	3	Public opinion	**MEA307**	Third
	2	Media legislation	**MEA301**	Third
	3	Media research and statistical applications	**MEA202**	Third
	2	Media ethics	**UOA344**	Third
	3	Investigative journalism	**MEA305**	Third
	2	Interview	**MEA311**	Third
	3	Newspaper column	**MEA303**	Third
	2	Arab and international press	**MEA204**	Third
	3	Advertising	**MEA406**	Fourth

	3	Radio techniques	**MEA304**	Fourth
	3	Radio advertisement	**MEA405**	Fourth
	3	Radio and television journalism	**MEA207**	Fourth
	2	Institutional management	**MEA411**	Fourth
	2	Scenario	**MEA410**	Fourth
	2	English language	**UOA223**	Fourth
	2	Media planning	**MEA402**	Fourth
	2	Linguistic applications	**MEA407**	Fourth
	3	Specialized journalism	**MEA403**	Fourth
	3	Press release	**MEA404**	Fourth
	3	Press announcement	**MEA405**	Fourth
	3	Electronic journalism	**MEA205**	Fourth
	2	Graduation Project	**MEA409**	Fourth

Expected learning outcomes of the programme 8.
Knowledge
a-   **Knowledge**   **A1- The student will have the ability to know and understand the principles, theories and basics in the field of studiesMedia**   **A2- The student will have the ability to understand modern and advanced scientific topics in specializationsmedia.**   **A3- The student will be able to understand modern scientific research methods.**

	A4- The student will be able to evaluate and monitor the problems facing societyIt fitsWith the nature of studies ANot a media personH
Skills	
	B1 -Monthly and quarterly written exams.
	B2 -Rapid exams(Quizzes).
	B3- Writing scientific reports.
	B4- Using blackboards
Value	
	Developing students' abilities to share ideas
	Developing students' abilities in practical applications

Teaching and learning strategies		**.9**
	Daily theoretical lectures.	-1
	Practical lectures.	-2
	Laboratory and field visits	-3
	Use of explanations	-4
	Graduation projects for fourth-year students and their discussion.	-5

|		
Evaluation methods		**.10**
	Correcting the homework assignments received, as well as evaluating the scientific reports submitted by students.	-1
	Permanent tests for students throughout the semester.	-2

education institution						.11
Faculty members						
Preparing the teaching staff		**Special requirements/skills (if any)**		**Specialization**		**Scientific rank**
the permanent	**angel**			private	general	
Always				**Journalism**	Flags	**A0 D0 Abdul Rahman Ali Hamad**
Always				**radio and television**	Flags	**A0 D0 Hafez Yassin Hamad**
Always				**Journalism**	Flags	**A0D0Moayad Khalaf Yassin**
Always				**Public relations**	Flags	**A0D0Mohamed Hamed Abd**
Always				**Journalism**	Flags	**A0D0 Omar Jiyad Ali**
Always				**Public relations**	Flags	**A0M0D0 Abdel Sattar Hamid Jadie**
Always				**Informatics**	Information science and knowledge technologies	**A0M0D0Jnan Muhammad Abbas**
Always				**Journalism**	Flags	**A0M0D0Aqeel Hayes Abdul Ghafour**
Always				**Journalism**	Flags	**A0M0D0Mohamed Saleh Jabab**
Always				**radio and**	Flags	**A0M0D0Iyad Hilal Hammadi**

				television		
Always				Public relations	Flags	**M0D0 Hanaa Kazem Kassed**
Always				radio and television	Flags	**M0M0 Imad Khalaf Hussein**
Always				radio and television	Flags	**M0M0 Amjad Ayesh Karim**
Always				radio and television	Flags	**M0M0 Abdul Latif Muwaffaq Latif**

Professional development
Orienting new faculty members
Professional development for faculty members

Acceptance standard   .12

The most important sources of information about the program   .13
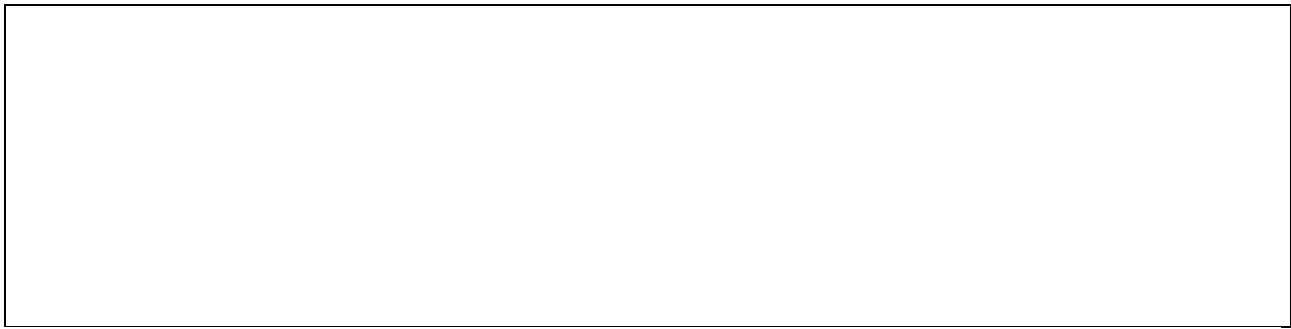
<table>
<tr><td>Program development plan   .14</td></tr>
</table>

1-Using new concepts in the fieldmediaAnd using electronic devices to present information and issues

2-Mr. DrBe exposed to modern foreign sources, learn about the latest scientific products, and keep pace with scientific and technical development in the world.

Program skills chart															
Learning outcomes required from the programme												Essential or optional?	Course Name	Course Code	the year/the level
Value				Skills				Knowledge							
C4	C3	C2	C1	B4	B3	B2	B1	a4	a3	a2	a1				
									Value	Skill	Knowledge	Basic Or optional	Course Name	Course Code	
C4	C3	C2	C1	B4	B3	B2	B 1	A4	A3	A2	A1				
	√	√	√	√	√	√	√	√	√	√	√	Basic	The art of radio news		The first
	√	√	√	√	√	√	√	√	√	√	√	Basic	Produced by		The first
	√	√	√	√	√	√	√	√	√	√	√	Basic	Public relations		The first
	√	√	√	√	√	√	√	√	√	√	√	Basic	Photography TV		The first

	√	√	√	√	√	√	√	√	√	√	√	**aSassY**	Media and digital education		
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	The art of radio reporting		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media language		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Mass communic ation		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	History of journalism		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**my choice**	Calculator s		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**aSassy**	The art of the press release		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**my choice**	human rights		**The first**

	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Photojournalism and digital photography		**The first**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Communication theories		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**BasisY**	Radio directing		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Interview and radio investigation		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media research methods		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Political connection		**the second**

	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Digital technologies		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	English language		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Preparing and presenting programs		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	The art of voice and delivery		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media language		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	TV investigation		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Press interview		**the second**

	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media economics		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	report		**the second**
	√	√	√	√	√	√	√	√	√	√	√	**BasisY**	information technology		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Report and radio correspondence		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	the new media		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	English language		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Arabic Language		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Investigative reports		**Third**

	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media research methods		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Radio and television networks		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Public opinion		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media legislation		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media research and statistical applicatio ns		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media ethics		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Investigati ve journalism		**Third**

	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Interview		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Newspaper column		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	International and Arab press		**Third**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Advertising		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Radio techniques		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Radio advertisement		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Radio and television journalism		**Fourth**

	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Institutional management		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Scenario		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	English language		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Media planning		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Linguistic applications		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Specialized journalism		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Press release		**Fourth**
	√	√	√	√	√	√	√	√	√	√	√	**Basic**	Press announcement		**Fourth**

	√	√	√	√	√	√	√	√	√	√	**Basic**	Electronic journalism		**Fourth**
	√	√	√	√	√	√	√	√	√	√	**Basic**	Graduation Project		**Fourth**

Please check the boxes corresponding to the individual learning outcomes from the program subject to evaluation

Course description form

Course description

This course description provides a summary of the most important course characteristics and the learning outcomes that the student is expected to achieve, demonstrating whether he or she has made the most of the opportunities.LearningAvailable. It must be linked to the program description.**;**

	Educational institution .1
	The sectionscientific/ .2 Center
	Course name/code .3
	Available attendance .4 forms
	Semester/year .5
	Number of study .6 hours(total)
	Date this description was .7 prepared
Course objectives .8	
Course objectives:**1-**Introducing students to the nature of media .9	
2- Explain the importance of the article	
3 -developmentmedia	
4-relationshipmedia By strengthening the value system	
5 – Explain the importancemedia	

6– RelationshipMedia to develop societies
7– RelationshipmediaWith sustainable development

10. Teaching, learning and evaluation methods	The outputs of theEstablished
A- NoCognitive goals A1-Knowledge and understanding A2- Enable itoHe has the ability totoThe link between aFor a reasonAnd the result a3-Enable TtoBy conducting research and conducting studies onmedia. a4-Enable TtoHe has the ability totoTo the endtoA thousandFor my sakeAnd historical ltoArticle AtoA hundred. a5- a6- a7- a8-	
B -ObjectivesSkillsYehForEstablished. B 1 - CirculateSurveyOtoMai intheArticle wtAndJ. TtoWith the tAndJ Professional LsYes. B2 - Preparing skilled researchersffyen in the fieldMedia studies B3 - MsPreparing the ttoBeh AtoTo use the InternetifMatt International in theAndsAndTo the references and referencesifThe mat diedifwith it B4- -The ability totoDealing with library catalogs and indexesto getAtoReferences and informationsTurn the stretchifwith it.	
Teaching and learning methods	
1-Theoretical lecture. 2-Discussion Dialogue. 3-Discussions. 4-Office activities. 5- Electronic programs.	
Evaluation methods	

1-Discussions (seminar)
2-Daily, monthly and quarterly exams
3-Homework assignments
4-Writing and submitting reports

C-Emotional and value goals
C1-Presenting the media problem and asking to think about it and find hypotheses (solutions) for it.
C2-Encouraging the development of media research
C3-Developing Internet skills and using electronic programs to expand the scientific horizon
C4-Using brainstorming to come up with creative ideas

Teaching and learning methods

1−m modenAhj TDrirrigationsOh, dienDrink and dieMShut upDUnderstanding the facts andfromHaj Aldid notY.

2−The student's ability to analyze.

3−The ability to learn simple and deep and discover knowledge.

4− Testing is a means of motivation and not a means of punishment.

Evaluation methods

Objective tests include (true and false questions, multiple choice -1 questions, and completion questions).
Intellectual tests include (remembering facts and figures, understanding -2 scientific material, media principles, and the ability to recall and connect)

D - General skills fQualificationTransferable (other skills related to employability and personal development).
D1-Tendency for cooperation and teamwork
D2-Possessing linguistic skills (proficiency in speaking and writing) in the art of listening and persuasion
D3-Possessing research qualities and the ability to predict and extrapolate
D4-Possessing leadership qualities, strong memory, and intuitive speed

Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
			Course structure		.11
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	1
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	2
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	3
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	4
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	5
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	6
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	7
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	8
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	9
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	10
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	11
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	12
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	13
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	14
Daily and monthly exams	Lecture and discussion		**Understanding and perception**	3	15

Infrastructure	.12
	1- Required prescribed books

	2- Main references (sources)
	Recommended books and references(Scientific journals, reports,...)
	B - Electronic references, Internet sites...

	Course development plan .13
Introducing modern foreign sources, learning about the latest scientific products, and keeping pace with scientific and technical development in the world.	