

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 Aadoon 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



<b>See the program</b>	<b>.1</b>
<p><sup>a</sup>College seeks aLaddad In numbersGraduates in the fieldmediaTo work in government departments and benefit from specialization in the practical and applied field</p>	

<b>Program message</b>	<b>.2</b>
<p>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.</p>	

<b>Program Goals</b>	<b>.3</b>
<p><b>1- Preparing distinguished graduates in the fields ofFlagsand qualify them scientifically and professionally.</b></p> <p><b>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.</b></p> <p><b>3- Preparing graduates to participate effectively in building society and conducting researchTo the science associated with the branches ofFlagsSociety's issues and basic problems, and what provides assessment and solutions to those problems.</b></p> <p><b>4- That the studentsThe graduateYnThey will beQualified to complete postgraduate studies in accordance with established instructions</b></p>	

<b>Program accreditation</b>	<b>.4</b>
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There is

<b>Other external influences</b> .5
noTis found

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

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

<b>Program description</b> .7				
Credit hours	Name of the course or course	Course or course code	the year2023-2024/ the level	
3	The art of radio news	MEA101	The first	
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	Preparing and presenting programs	MEA403	the second
	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	<b>UOA137</b>	Third
	3	Investigative reports	<b>MEA306</b>	Third
	3	Media research methods	<b>MEA305</b>	Third
	2	Radio and television networks	<b>MEA303</b>	Third
	3	Public opinion	<b>MEA307</b>	Third
	2	Media legislation	<b>MEA301</b>	Third
	3	Media research and statistical applications	<b>MEA202</b>	Third
	2	Media ethics	<b>UOA344</b>	Third
	3	Investigative journalism	<b>MEA305</b>	Third
	2	Interview	<b>MEA311</b>	Third
	3	Newspaper column	<b>MEA303</b>	Third
	2	Arab and international press	<b>MEA204</b>	Third
	3	Advertising	<b>MEA406</b>	Fourth
	3	Radio techniques	<b>MEA304</b>	Fourth
	3	Radio advertisement	<b>MEA405</b>	Fourth
	3	Radio and television journalism	<b>MEA207</b>	Fourth
	2	Institutional management	<b>MEA411</b>	Fourth
	2	Scenario	<b>MEA410</b>	Fourth
	2	English language	<b>UOA223</b>	Fourth
	2	Media planning	<b>MEA402</b>	Fourth
	2	Linguistic applications	<b>MEA407</b>	Fourth
	3	Specialized journalism	<b>MEA403</b>	Fourth
	3	Press release	<b>MEA404</b>	Fourth

	3	Press announcement	MEA405	Fourth
	3	Electronic journalism	MEA205	Fourth
	2	Graduation Project	MEA409	Fourth

<b>Expected learning outcomes of the programme</b>		.8
<b>Knowledge</b>		
	<p style="text-align: right;"><b>Knowledge a-</b></p> <p><b>A1- The student will have the ability to know and understand the principles, theories and basics in the field of studiesMedia</b></p> <p><b>A2- The student will have the ability to understand modern and advanced scientific topics in specializationsmedia.</b></p> <p><b>A3- The student will be able to understand modern scientific research methods.</b></p> <p><b>A4- The student will be able to evaluate and monitor the problems facing societyIt fitsWith the nature of studies ANot a media personH</b></p>	
<b>Skills</b>		
	<p>B1 -Monthly and quarterly written exams.</p> <p>B2 -Rapid exams(Quizzes).</p> <p>B3- Writing scientific reports.</p> <p>B4- Using blackboards</p>	
<b>Value</b>		
	Developing students' abilities to share ideas	
	Developing students' abilities in practical applications	

<b>Teaching and learning strategies</b>		.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

<b>Evaluation methods</b> .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

<b>education institution</b> .11						
<b>Faculty members</b>						
<b>Preparing the teaching staff</b>		<b>Special requirements/skills (if any)</b>		<b>Specialization</b>		<b>Scientific rank</b>
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 television	Flags	A0M0D0Iyad Hilal Hammadi
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

<b>Professional development</b>
<b>Orienting new faculty members</b>
<b>Professional development for faculty members</b>

<b>Acceptance standard .12</b>



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

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**Program development plan .14**

- 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	Basic Or optional	Course Name	Course Code	
									Value	Skill	Knowledge				
C4	C3	C2	C1	B4	B3	B2	B1	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

	√	√	√	√	√	√	√	√	√	√	√	<b>aSassy</b>	Media and digital education		
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	The art of radio reporting		<b>The first</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Media language		<b>The first</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Mass communication		<b>The first</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	History of journalism		<b>The first</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>my choice</b>	Calculators		<b>The first</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>aSassy</b>	The art of the press release		<b>The first</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>my choice</b>	human rights		<b>The first</b>

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

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

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

	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Media research methods		<b>Third</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Radio and television networks		<b>Third</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Public opinion		<b>Third</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Media legislation		<b>Third</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Media research and statistical applications		<b>Third</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Media ethics		<b>Third</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Investigative journalism		<b>Third</b>

	√	√	√	√	√	√	√	√	√	√	√	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



	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Institutional management		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Scenario		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	English language		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Media planning		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Linguistic applications		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Specialized journalism		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Press release		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Press announcement		<b>Fourth</b>

	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Electronic journalism		<b>Fourth</b>
	√	√	√	√	√	√	√	√	√	√	√	<b>Basic</b>	Graduation Project		<b>Fourth</b>

**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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .1
<b>Department of Media</b>	The sections scientific/ .2 Center
<b>Radio and television advertising</b>	Course name/code .3
<b>Live lectures + electronic lectures</b>	Available attendance .4 forms
<b>First semester + second semester</b>	Semester/year .5
<b>60</b>	Number of study .6 hours(total)
<b>1/4/2024</b>	Date this description was .7 prepared
	Course objectives .8
Teaching the student the principles of editing and designing radio and television advertising	-
Teaching students photography and montage for radio and television advertisements	-
Introducing the student to the ethics of advertising	-


The outputs of the Established Teaching, learning and evaluation methods	.10
<p>Cognitive goals -1</p> <p>A1-Providing students with the features and elements of radio and television advertising.</p> <p>A2-Providing the student with the principles of preparing and drafting radio and television advertisements.</p> <p>A3-Providing the student with information on radio and television advertising design.</p> <p>A4-Providing the student with methods of photography and radio and television editing.</p> <p>A5-</p> <p>a6-</p>	
<p>B -Marathi goals Private By decision</p> <p>B1- Providing the student with the skill of dealing with modern communication technologies.</p> <p>B2- Possessing the skills of optimal use of sound, image and word in advertising.</p> <p>B3- Possessing the skill of photography and editing for advertisements.</p>	
Teaching and learning methods	
<p>Lectures -1</p> <p>Working papers -2</p> <p>Scientific visits and practical applications -3</p>	
Evaluation methods	
<p>Oral exams -1</p> <p>Written tests -2</p>	

Class activities -3  
Extracurricular activities -4

C- Emotional and value goals.

C1-Drawing the student's attention to advertising and its influential role on social groups.

C2-Attracting the student's interest towards advertising in terms of form, content and style.

C3-Create a desire among the student to create advertising and learn methods of designing and producing it.

Teaching and learning methods

Evaluation methods

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

D1-Skill in writing, designing and directing advertisements

D2-The skill of editing radio advertisements

D3-Skill in photography and directing for television advertisements

D4-Skill in designing online advertisements

Course structure-10

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of the unit/course or subject</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
Exam + activity	Lectures	The origins and development of advertising on radio and television		2	1
Exam + activity	Lectures	The concept of advertising on radio and television and its terminological derivations		2	2
Exam + activity	Lectures	The relationship of advertising to the advantages of media		2	3
Exam + activity	Lectures	Advantages and disadvantages of advertising on radio		2	4
Exam + activity	Lectures	Advantages and disadvantages of advertising on television		2	5
Exam + activity	Lectures	Advantages and disadvantages of advertising on the Internet		2	6
Exam + activity	Lectures	Stages of advertising production on radio and television		2	7
Exam + activity	Lectures	Stages of producing advertising on the Internet		2	8
Exam + activity	Lectures	Elements of advertising production in radio and television		2	9
Exam + activity	Lectures	Preparing and editing advertisements on radio and television		2	10
Exam + activity	Lectures	Advertising strategies on radio and television		2	11
Exam + activity	Lectures	Advertising methods on radio and television		2	12
Exam + activity	Lectures	Stages of preparing the marketing plan on radio and television		2	13
Exam + activity	Lectures	General considerations in radio and television advertising		2	14
Exam + activity	Lectures	First semester exam		2	15
Exam + activity	Lectures	Comparison of advertising programs on radio and		2	16

		television			
Exam + activity	Lectures	Stages of advertising impact		2	17
Exam + activity	Lectures	Psychological foundations in advertising		2	18
Exam + activity	Lectures	Solicitations in advertising		2	19
Exam + activity	Lectures	Advertising and audience categories		2	20
Exam + activity	Lectures	Advertising Jobs		2	21
Exam + activity	Lectures	Types of radio and television advertising and their patterns		2	22
Exam + activity	Lectures	Advertising and consumer behaviour		2	23
Exam + activity	Lectures	Verbal and non-verbal symbols in advertising		2	24
Exam + activity	Lectures	Advertising and marketing		2	25
Exam + activity	Lectures	Advertisement design		2	26
Exam + activity	Lectures	Artistic and technical influences in advertising		2	27
Exam + activity	Lectures	Advertising ethics and advertising campaigns		2	28
Exam + activity	Lectures	Measure the impact of advertising on the audience		2	29
		Second semester exam		2	30

Infrastructure .11	
Radio and television advertising / A. Dr.. Hafez Yassin Al-Hiti	1- Required prescribed books
Principles of advertising / Dr. Mahmoud Assaf	2- Main references (sources)
Advertisement on TV (Dr. Mona Al-Hadidi) Advertising in various radio systems (Dr. Howaida Mustafa)	Recommended books and references (Scientific journals, reports,...)

www.researchgate.net

B - Electronic references,  
Internet sites...

Course development plan .12

Adding the topic of social responsibility to radio and television advertising. -  
Advertising controls and advertising codes of conduct on radio and television. -



## 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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .9
<b>Department of Media</b>	The sections scientific/ .10 Center
<b>Media research and statistical applications</b>	Course name/code .11
<b>Live lectures + electronic lectures</b>	Available attendance .12 forms
<b>First semester + second semester</b>	Semester/year .13
<b>60</b>	Number of study .14 hours(total)
<b>1/4/2024</b>	Date this description .15

	was prepared
	Course objectives .16
Introducing the student to the types of thinking.	-
Teaching the student the mechanisms and methods of conducting scientific research theoretically and in the field.	-
Introducing the student to statistical methods in scientific research	-

The outputs of the Established Teaching, learning and evaluation methods	.13
Cognitive goals	-1
A1-Learn scientific observation and scientific thinking.	
A2-Learn how to search for scientific sources in libraries and the Internet	
A3-Learn the paragraphs and steps for conducting scientific research	
A4-Knowledge of scientific research methods and tools in the field of media.	
A5- Learn statistical methods in scientific research.	
B -Marathi goals For program	
B1 –The skill of identifying research problems in the social and media environment.	
B2 –The skill of developing scientific hypotheses and verifying these hypotheses in a scientific manner.	
B3 –The skill of using scientific research mechanisms and research procedures	

to answer media problems.
Teaching and learning methods
Lectures -4 Working papers -5 Scientific activities and field applications -6
Evaluation methods
Oral exams -5 Written tests -6 Class activities -7 Extracurricular activities -8
C- Emotional and value goals. C1-Instilling a love of scientific research in the student. C2-Getting rid of hesitation and fear of scientific research procedures. C3-Accustoming the student to the love of knowledge and exploration. C4- Appreciating science and scientists.
Teaching and learning methods
Evaluation methods

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

- D1-Skill in dealing with problems of the social environment
- D2-The skill of being able to correctly distinguish problems and find solutions to them.
- D3-Possessing scientific research mechanisms in the ability to conduct research.
- D4-Possessing the skill of scientific observation and scientific deduction.

**Course structure -1**

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of the unit/course or subject</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
Exam + activity	Lectures	Sources of information in scientific research		2	1
Exam + activity	Lectures	Scientific resolution		2	2
Exam + activity	Lectures	Audience polls		2	3
Exam + activity	Lectures	Scientific interview...observation		2	4
Exam + activity	Lectures	Research population and sample		2	5

Exam + activity	Lectures	Types of samples, methods, and errors in their extraction		2	6
Exam + activity	Lectures	Scientific citation		2	7
Exam + activity	Lectures	The scientific problem and its definition (research topic)		2	8
Exam + activity	Lectures	Research structure according to the problem (research plan)		2	9
Exam + activity	Lectures	Determinants of the methodological framework		2	10
Exam + activity	Lectures	The concept and importance of hypotheses and their types		2	11
Exam + activity	Lectures	The final form of the research (writing it)		2	12
Exam + activity	Lectures	Methods of presenting and analyzing results		2	13
Exam + activity	Lectures	Conclusions, recommendations and appendices		2	14
		<b>Exam</b>		2	15
Exam + activity	Lectures	The concept of statistics and its scientific functions		2	16

Exam + activity	Lectures	Types of statistics in human studies		2	17
Exam + activity	Lectures	Statistical tables... their types... and methods of constructing them		2	18
Exam + activity	Lectures	The level of conclusions in audience research		2	19
Exam + activity	Lectures	Measures of central tendency		2	20
Exam + activity	Lectures	Measures of dispersion		2	21
Exam + activity	Lectures	Some statistical indicators in advertising tests and metrics		2	22
Exam + activity	Lectures	Correlation coefficient..Pearson correlation coefficient		2	23
Exam + activity	Lectures	Chi-Square (How to Calculate Chi-Square)		2	24
Exam + activity	Lectures	Testing hypotheses and their types, scientific hypothesis, and degree of freedom		2	25
Exam + activity	Lectures	honesty and persistence		2	26
Exam + activity	Lectures	Types of honesty		2	27
Exam + activity	Lectures	Reliability...in media content analysis, Holsti's		2	28

		equation			
Exam + activity	Lectures	Reliability...in audience studies (internal consistency) Alpha Kornbach		2	29
		<b>Exam</b>		2	30

<b>Infrastructure - ب</b>	
<b>Media research methods / A. Dr.. Hafez Yassin Al-Hiti</b>	<b>1- Required prescribed books</b>
<b>Media research methodology / Prof. Dr. Saad Salman Al-Mashhadani</b>	<b>2- Main references (sources)</b>
<ul style="list-style-type: none"> <li>-Media research:Foundations and principles/Dr.. Samir Mohammed</li> <li>-Research Methodology/Dr.. Mowafaq Al-Hamdani</li> <li>-Media research/ Dr.. Manal Hilal Mazahra</li> <li>- Principles of statistics/Dr. Ahmed Abdel Samie</li> <li>- Statistics in educational and psychological research curricula/Dr. Tariq Al-Badri, Dr. Suhaila Najm</li> </ul>	<b>Recommended books and references(Scientific journals, reports)</b>
<b>Archives.umc.edu.dz</b>	<b>B - Electronic references, Internet sites...</b>

<b>Course development plan - ت</b>
Adding the subject of statistics to scientific research curricula to learn the different statistical methods in extracting scientific research results. -

## Course description form

### Course description

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

<b>Anbar University, College of Arts</b>	<b>Educational .1 institution</b>
<b>Department of Media</b>	<b>scientific .2 department/Center</b>
<b>Media ethics</b>	<b>name/Course Code .3</b>
<b>Electronic lectures</b>	<b>Available attendance .4 forms</b>
<b>Chapter II\2024</b>	<b>the chapter/the year .5</b>



<b>30</b>	<b>Number of study hours(Total) .6</b>
<b>1/4/2024</b>	<b>Date this description was prepared .7</b>
<b>Course objectives .8</b>	
<b>Developing students with the basics of their profession -1</b>	
<b>Introducing the student to the ethics of the media profession -2</b>	
<b>Developing skills and working on developing them -3</b>	

<b>Course outcomes and teaching, learning and evaluation methods .10</b>
<b>a-Cognitive objectives</b>
<b>a1--Learn scientific observation</b>
<b>a2-Develop working, listening and speaking skills</b>
<b>a3-Improving the student’s knowledge of the rules of his profession</b>
<b>a4-Using the communicative method in teaching the profession through exercises, applications, and classroom activities</b>

<b>B-Course-specific skills objectives.</b> <b>B1 --Work to develop and develop the student in his specialty</b> <b>B2-Developing practice skills in media work</b> <b>B2 -</b> <b>B3 -</b> <b>B4-</b>
<b>Teaching and learning methods</b>
<b>Interactive lectures</b> <b>Class activities</b>
<b>Evaluation methods</b>
<b>Exam and activity</b>
<b>C-Emotional and value goals</b> <b>C1- C1-Getting rid of the prevailing student view of the</b> <b>English language as being difficult</b> <b>C2-Working to increase the student's acceptance and love</b>

**for learning the language  
C3-Attract students' attention and excite them about the  
lectures in different ways to make the material smooth**

**Teaching and learning methods**

**Lectures**

**Evaluation methods**

**A written test  
Oral test  
Class activity**

**Dr-Transferable general and qualifying skills(Other skills  
related to employability and personal development).  
Dr1-Developing students' ability to work and have a career  
Dr2-Eliminate fear and hesitation when practicing the profession  
Dr2-Love of science and scientific research  
Dr3-  
Dr4-**

**Course structure .11**

<b>Evaluati on method</b>	<b>Teachin g method</b>	<b>Unit name/Or the topic</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Media ethics - definition, concept and purpose-</b>		<b>2</b>	<b>1</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Brief historical overviews of media legislation in contemporary Iraq</b>		<b>2</b>	<b>2</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Crimes of aggression are taken into account</b>		<b>2</b>	<b>3</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Crimes of disclosure and misleading - their elements - types</b>		<b>2</b>	<b>4</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Methods of detecting crimes of misleading</b>		<b>2</b>	<b>5</b>

		<b>public opinion</b>			
<b>Exam and activity</b>	<b>I lecture d</b>	<b>Incitement crimes</b>		<b>2</b>	<b>6</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Electronic publishing crimes</b>		<b>2</b>	<b>7</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>The concept and protection of intellectual property rights</b>			<b>8</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Journalistic ethical rules in Iraq</b>			<b>9</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Iraqi Journalists' Rights Law</b>			<b>10</b>
<b>Exam and activity</b>	<b>Lecture s</b>	<b>Law of the Iraqi Communications and Media Authority</b>			<b>11</b>

<b>Infrastructure .12</b>	
<b>Media Law _ Dr. Ibrahim Al- -1 Daqouqi</b>	<b>1- Required prescribed books</b>
<b>Media Ethics - Suleiman Saleh -2 The development of the -3 journalistic system in Iraq - Wael Ezzat Al-Bakri</b>	<b>2- Main references(Sources)</b>
<b>Obligatory lectures_prepared by Prof. Dr. Abdul Rahman Ali Hamad</b>	<b>Recommended books and references(Scientific journals,Reports,....)</b>
<b>nothing</b>	<b>B - Electronic references,Internet sites....</b>

<b>Course development plan .13</b>
<b>Introducing some modern topics related to media and journalism after the communications revolution and the emergence of digital media to develop students' knowledge of vocabulary related to their field of work..</b>

## Course description form

### Course description

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

<b>Anbar University, College of Arts</b>	<b>Educational .1 institution</b>
<b>Department of Media</b>	<b>scientific .2 department/Center</b>
<b>Arab and international press</b>	<b>name/Course Code .3</b>
<b>Electronic lectures</b>	<b>Available attendance .4 forms</b>
<b>2024</b>	<b>the chapter/the year .5</b>

<b>30</b>	<b>Number of study hours(Total) .6</b>
<b>1/4/2024</b>	<b>Date this description was prepared .7</b>
<b>Course objectives .8</b>	
<b>Developing students with the basics of their profession -1</b>	
<b>Introducing the student to the basics of international media -2</b>	
<b>Developing skills and working on developing them -3</b>	

<b>Course outcomes and teaching, learning and evaluation methods .10</b>
<b>a-Cognitive objectives</b> <b>a1--Learn scientific observation</b> <b>a2-Develop working, listening and speaking skills</b> <b>a3-Improving the student’s knowledge of the rules of his profession</b> <b>a4-Using the communicative method in teaching the profession through exercises, applications, and classroom activities</b>



**B-Course-specific skills objectives.**

**B1 --Work to develop and develop the student in his specialty**

**B2-Developing practice skills in media work**

**B2 -**

**B3 -**

**B4-**

**Teaching and learning methods**

**Interactive lectures**

**Class activities**

**Evaluation methods**

**Exam and activity**

**C-Emotional and value goals**

**C1-Getting rid of the student's perception of the difficulty of the media profession**

**C2-Working to increase the student's acceptance and love for learning his profession**

**C3-Attract students' attention and excite them about the lectures in different ways to make the material smooth**

**Teaching and learning methods**

<b>Lectures</b>
<b>Evaluation methods</b>
<b>A written test</b> <b>Oral test</b> <b>Class activity</b>
<p style="text-align: center;"><b>Dr-Transferable general and qualifying skills(Other skills related to employability and personal development).</b></p> <p style="text-align: center;"><b>Dr1-Developing students' ability to work and have a career</b></p> <p style="text-align: center;"><b>Dr2-Eliminate fear and hesitation when practicing the profession</b></p> <p style="text-align: center;"><b>Dr2-Love of science and scientific research</b></p> <p style="text-align: right;"><b>Dr3-</b></p> <p style="text-align: right;"><b>Dr4-</b></p>

<b>Course structure .11</b>					
<b>Evaluati on method</b>	<b>Teachin g method</b>	<b>Unit name/Or the topic</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
<b>Exam and activity</b>	<b>Lecture s</b>	Definition of international journalism		<b>2</b>	<b>1</b>
<b>Exam</b>	<b>Lecture</b>	<b>Problems</b>		<b>2</b>	<b>2</b>

<b>and activity</b>	<b>s</b>	<b>facing international journalism</b>			
<b>Exam and activity</b>	<b>Lectures</b>	<b>The concept of international media</b>		<b>2</b>	<b>3</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>International media jobs</b>		<b>2</b>	<b>4</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Features of the current international system</b>		<b>2</b>	<b>5</b>
<b>Exam and activity</b>	<b>Individual</b>	<b>Major international news agencies</b>		<b>2</b>	<b>6</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Manifestations of international control of major agencies</b>		<b>2</b>	<b>7</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>The American press experience</b>			<b>8</b>

<b>Exam and activity</b>	<b>Lectures</b>	<b>The experience of the British press</b>			<b>9</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>French press experience</b>			<b>10</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>German press experience</b>			<b>11</b>
		<b>Japanese press experience</b>			<b>12</b>
		<b>The experience of the Arab press</b>			<b>13</b>

		<b>Infrastructure</b>	<b>.12</b>						
Arab and international press / Prof. Dr. Saad Salman Al-Mashhadani		<b>1- Required prescribed books</b>							
<table border="1"> <tr> <td></td> <td>Prof. Dr. Mohamed Ahmed Fayyad</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td>International and Arab satellite media</td> </tr> </table>			Prof. Dr. Mohamed Ahmed Fayyad				International and Arab satellite media	<b>2- Main references(Sources)</b>	
	Prof. Dr. Mohamed Ahmed Fayyad								
	International and Arab satellite media								

<b>Obligatory lectures_prepared by Prof. Dr. Abdul Rahman Ali Hamad</b>	<b>Recommended books and references(Scientific journals,Reports,....)</b>
<b>nothing</b>	<b>B - Electronic references,Internet sites....</b>

<b>Course development plan .13</b>
<b>Introducing some modern topics related to media and journalism after the communications revolution and the emergence of digital media to develop students' knowledge of vocabulary related to their field of work..</b>

## Course description form

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

<b>Anbar University, College of Arts</b>	<b>Educational institution .1</b>
<b>Department of Media</b>	<b>scientific .2 department/Center</b>
<b>Newspaper column</b>	<b>name/Course Code .3</b>
<b>Electronic lectures</b>	<b>Available attendance .4 forms</b>
<b>Chapter II\2024</b>	<b>the chapter/the year .5</b>
<b>30</b>	<b>Number of study .6 hours(Total)</b>
<b>1/4/2024</b>	<b>Date this description was .7 prepared</b>
<b>Course objectives .8</b>	
<b>Developing students with the basics of their profession -1</b>	
<b>Introducing the student to the basics of the newspaper -2 article</b>	

**Developing skills and working on developing them -3**

**Course outcomes and teaching, learning and evaluation methods .10**

**a-Cognitive objectives**

**a1--Learn scientific observation**

**a2-Develop working, listening and speaking skills**

**a3-Improving the student's knowledge of the rules of his profession**

**a4-Using the communicative method in teaching the profession through exercises, applications, and classroom activities**

**B-Course-specific skills objectives.**

**B1 --Work to develop and develop the student in his specialty**

**B2-Developing practice skills in media work**

**B2 -**

**B3 -**

**B4-**

**Teaching and learning methods**

**Interactive lectures**

**Class activities**

**Evaluation methods**

**Exam and activity**

**C-Emotional and value goals**

**C1-Getting rid of the student's perception of the difficulty of the media profession**

**C2-Working to increase the student's acceptance and love for learning his profession**

**C3-Attract students' attention and excite them about the lectures in different ways to make the material smooth**

**Teaching and learning methods**

**Lectures**

**Evaluation methods**

**A written test**

**Oral test**

**Class activity**

**Dr-Transferable general and qualifying skills(Other skills related to employability and personal development).**

**Dr1-Developing students' ability to work and have a career**

**Dr2-Eliminate fear and hesitation when practicing the profession**

**Dr2-Love of science and scientific research**

**Dr3-**

**Dr4-**

**Course structure .11**

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Unit name/Or the topic</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
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<b>Exam and activity</b>	<b>Lectures</b>	Definition of newspaper column		<b>2</b>	<b>1</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Features of the newspaper column</b>		<b>2</b>	<b>2</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Characteristics of a newspaper columnist</b>		<b>2</b>	<b>3</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Newspaper column writing style</b>		<b>2</b>	<b>4</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Divisions of writing a newspaper column</b>		<b>2</b>	<b>5</b>
<b>Exam and activity</b>	<b>1 lecture</b>	<b>Steps for writing a newspaper column</b>		<b>2</b>	<b>6</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Types of newspaper columns</b>		<b>2</b>	<b>7</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Foundations and principles of writing a newspaper column</b>			<b>8</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Newspaper column sources</b>			<b>9</b>

<b>Exam and activity</b>	<b>Lectures</b>	<b>The difference between a newspaper column and an editorial</b>			<b>10</b>
<b>Exam and activity</b>	<b>Lectures</b>	<b>Class exercises</b>			<b>11</b>

<b>Infrastructure</b>		<b>.12</b>						
Ibrahim Ahmed Ibrahim - The art of writing news and newspaper articles - theoretically and practically		<b>1- Required prescribed books</b>						
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%;"></td> </tr> <tr> <td style="width: 50%;"></td> <td style="width: 50%; text-align: center;">Dr.. Sabri Hares - The Art of Vertical Writing in the Arab Press</td> </tr> </table>							Dr.. Sabri Hares - The Art of Vertical Writing in the Arab Press	<b>2- Main references(Sources)</b>
	Dr.. Sabri Hares - The Art of Vertical Writing in the Arab Press							
<b>Obligatory lectures_prepared by Prof. Dr. Abdul Rahman Ali Hamad</b>		<b>Recommended books and references(Scientific journals,Reports,....)</b>						
<b>nothing</b>		<b>B - Electronic references,Internet sites....</b>						

**Course development plan .13**

**Introducing some modern topics related to media and journalism after the communications revolution and the emergence of digital media to develop students' knowledge of vocabulary related to their field of work..**

**Course description form**

**Course description**

**Course definition:Identifying the concept of advertising and its importance to individuals, as well as identifying the importance, objectives, levels, and patterns of advertising, its most important elements, and methods for measuring its impact on the consumer.**

**Number of units: three study units, two hours of theory and two hours of practical**

**Zaali and scientific research  
Ministry of Higher Education and  
Scientific Research**

**Educational institution .17**

<b>Department of Media</b>	The sectionscientific/ Center	.18
AdvertisingME405	Course name/code	.19
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance forms	.20
	Semester/year	.21
<b>60</b>	Number of study hours(total)	.22
<b>1/4/2024</b>	Date this description was prepared	.23
Course objectives:Identifying the concept of advertising and its importance to individuals, as well as identifying the importance, objectives, levels and patterns of advertising, its most important elements, and methods of measuring its impact on the consumer.		.24
Identify the concept of specialized media.		
The importance of specialized media in the life of societies.		
The technical and technological development of means of communication and its impact on the development of specialized media.		
Foundations and foundations of specialized media.		

The outputs of theEstablishedTeaching, learning and evaluation methods	.14
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A- NoCognitive goals

- 1- Lectures.
- 2- Working papers.
- 3-Online studies.
- 4- Questions and discussions.

B -ObjectivesSkillsYehForEstablished.

- B 1 -Introducing students to what advertising is.
- B2 -The mechanism of transformation in advertising work.
- B3 -Cognitive development and technological progress and their implications for advertising.
- B4-Recognition Types of advertising.

Teaching and learning methods

- Lectures .
- Working papers
- Online studies
- Questions and answers
- Activities.

Evaluation methods

- Midterm exam.
- the activities
- Oral compliments.
- Semester exam.
- Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-

	C3- C4-
Teaching and learning methods	
	Lectures . Activities. Studies on the Internet. Questions and answers. Activities.
Evaluation methods	
	Midterm exam. the activities Oral compliments. Semester exam. Commitment to attend.
<p>D - General skills fQualificationTransferable (other skills related to employability and personal development).</p> <p>D1- Ability to deal with environmental problemsEducational.</p> <p>D2-Correct discrimination of problems and the ability to find the sweettoshe has.</p> <p>D3-Evaluation of work mechanismsMedia personUse and improve it.</p> <p style="text-align: right;">D4-</p>	

Course structure					.15
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activity	a lecture	The origins of advertising		2	1
Exam + activity	a lecture	The concept of advertising and its development		2	2
Exam + activity	a lecture	Functions and objectives of advertising		2	3
Exam + activity	a lecture	Technical foundations of advertising design		2	4
Exam + activity	a lecture	Using technologies in advertising		2	5
Exam + activity	a lecture	Advertising ethics		2	6
Exam + activity	a lecture	Verbal and non-verbal symbols in advertising		2	7
Exam + activity	a lecture	Elements for preparing the advertising message		2	8
Exam + activity	a lecture	Psychological aspects of Aglan		2	9
Exam + activity	a lecture	Advertising and marketing		2	10
Exam + activity		Exam		2	11
Exam + activity	a lecture	Advertising activities		2	12

Exam + activity	a lecture	Advertising and public information		2	13
Exam + activity	a lecture	Measuring the impact of advertising on the audience		2	14
Exam + activity	a lecture	Models of consumer behavior		2	15
Exam + activity	a lecture	Types of newspaper advertisements		2	16
Exam + activity	a lecture	The media and its relationship with advertising		2	17
Exam + activity	a lecture	Advertising promotion		2	18
Exam + activity	a lecture	Advantages and disadvantages of advertising in the press		2	19
Exam + activity	a lecture	Advertising methods in the press		2	20
Exam + activity	a lecture	The effect of advertising on financing		2	21
Exam + activity	a lecture	Advertising on the Internet		2	22
Exam + activity	a lecture	The most important differences between advertising in the press and the Internet		2	23
Exam + activity	a lecture	Stages of preparing and		2	24



		designing advertisements in the press			
Exam + activity		Exam		2	25
Exam + activity	a lecture	Stages of producing advertising in the press		2	26
Exam + activity	a lecture	Stages of producing online advertising		2	27
Exam + activity	a lecture	Preparing and editing the advertisement in the press		2	28
Exam + activity	a lecture	Advertising strategies in the press		2	29
Exam + activity	a lecture	Factors affecting the size of advertising		2	30

Infrastructure .16

Dr. Al-Nour Dafallah Ahmed, The Declaration - Foundations and Principles  
 Dr.. Abdel Sattar Hamid, lectures on newspaper and television advertising

1- Required prescribed books

Dr. Bashir Abbas Al-Alaq and Ali Muhammad Rababaa, commercial promotion and advertising

2- Main references (sources)

Journal of Media Research.	Recommended books and references(Scientific journals, reports,...)
Studies website.	B - Electronic references, Internet sites...

Course development plan .17
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>

## Course description form

### Course description

Course definition: To identify the most important communication theories through which the student builds his scientific and academic perceptions and to build the relationship between these theories and the scientific research followed in academic media work.

Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .25
<b>Department of Media</b>	The sections scientific/ .26 Center
Communication theories MEA203	Course name/code .27
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .28 forms
<b>The second: journalism, radio and television</b>	Semester/year .29
<b>30</b>	Number of study .30 hours(total)
<b>1/4/2024</b>	Date this description .31 was prepared

Course objectives .32
Learn about the concept of political communication
The importance of communication and its means in the political field
The technical and technological development of means of communication and their impact on the world of politics.
Communication theories and its functions.

The outputs of the Established Teaching, learning and evaluation methods .18
A- No Cognitive goals A1- Lectures. A2- Working papers. A3- Online studies. A4- Questions and discussions. A5- A6-
B -Objectives Skills Yeh For Established. B 1 -Introducing students to the importance of communication theories. B2 -Communication and media policies in the developed and Arab world. B3 -Cognitive development and technological progress in communication science. B4-Recognition Characteristics of communication theories.
Teaching and learning methods
Lectures . Working papers Online studies Questions and answers

Evaluation methods					
Midterm exam. the activities Oral compliments. Semester exam. Commitment to attend.					
C-Emotional and value goals					
<table border="1"> <tr> <td style="text-align: center;">The ability to interact with sources and references.</td> </tr> <tr> <td style="text-align: center;">The decision to implement the proposed practical activities.</td> </tr> <tr> <td style="text-align: center;">The ability to correctly evaluate.</td> </tr> <tr> <td style="text-align: center;">Ability to provide suggestions and solutions.</td> </tr> <tr> <td style="text-align: center;">The ability to deduce and compare.</td> </tr> </table>	The ability to interact with sources and references.	The decision to implement the proposed practical activities.	The ability to correctly evaluate.	Ability to provide suggestions and solutions.	The ability to deduce and compare.
The ability to interact with sources and references.					
The decision to implement the proposed practical activities.					
The ability to correctly evaluate.					
Ability to provide suggestions and solutions.					
The ability to deduce and compare.					
C2- C3- C4-					
Teaching and learning methods					
Lectures . Activities. Studies on the Internet. Questions and answers.					
Evaluation methods					
Midterm exam. the activities Oral compliments. Semester exam. Commitment to attend.					

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweettosome has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure .19					
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activity	a lecture	-Theories of the influence of mass communication		2	1
Exam + activity	a lecture	-Model concept		2	2
Exam + activity	a lecture	-Model functions		2	3
Exam + activity	a lecture	-Harold Lasswell model		2	4
Exam + activity	a lecture	-Interactive Wilber Schramm model		2	5
Exam + activity	a lecture	-The flow of language in the communication process		2	6
Exam + activity	a lecture	-The relationship of the model to the theory		2	7

Exam + activity	a lecture	-Impact of the communication process		2	8
Exam + activity	a lecture	-Influence theories		2	9
Exam + activity	a lecture	a-Direct effect theory		2	10
Exam + activity		B-Limited influence theory		2	11
Exam + activity	a lecture	Vocabulary of the prescribed curriculum:		2	12
Exam + activity	a lecture	C-Moderating effect theory		2	13
Exam + activity	a lecture	2-Theories related to the communication source		2	14
Exam + activity	a lecture	-Media gatekeeper theory		2	15
Exam + activity	a lecture	-Electronic gatekeeper		2	16
Exam +	a lecture	-Work ethics		2	17



activity		in the new environment and its impact on the gatekeeper			
Exam + activity	a lecture	3-Theories related to the communication message		2	18
Exam + activity	a lecture	-Appeals used in persuasive messages		2	19
Exam + activity	a lecture	-Information theory		2	20
Exam + activity	a lecture	-The theory of prioritization		2	21
Exam + activity	a lecture	-Knowledge gap theory		2	22
Exam + activity	a lecture	-Cultural implantation theory		2	23
Exam + activity	a lecture	4-Theories related to the method- Marshall McLuhan theory		2	24

		Communication			
		Infrastructure		.20	
, Dr. Muhammad Abdel Hamid, media theories and trends of influence		1- Required prescribed books			
, Dr. Muhammad Abdel Hamid, media theories and trends of influence		2- Main references (sources)			
Recommended textbooks: Dr. Ahmed Zakaria Ahmed, Media Theories (An Introduction to Media Concerns and Their Audiences)		Recommended books and references(Scientific journals, reports,...)			
		B - Electronic references, Internet sites...			

Course development plan		.21
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>		

## Course description form

### Course description

**He providesThe rapporteur described this succinctlyBaThe most important characteristics of the course and the learning outcomes expected of the student to achieve ProvenWhether he made the most of the learning opportunities available. It must be linked to a description the program.**

Ministry and Scientific Research Ministry of Higher Education and Scientific Research <b>Department of Media</b>	Educational institution .33
Mass communication and His means MEA103	The sectionsscientific/ .34 Center
<b>Actual attendance + interactive attendance                  via the e-learning platform</b>	Course name/code .35
<b>Fourth</b>	Available attendance .36 forms
<b>60</b>	Semester/year .37
<b>1/4/2024</b>	Number of study .38 hours(total)
Date this description .39 was prepared	
Course definition: These are communication skills that include words, printed drawings, and still and moving images that are presented through any type of technology.	

Importance Mass communication and His means
The technical and technological development of means of communication and its impact on the development of specialized media.
. Course description: Introduction to mass communication in order to reach an understanding of the communication media that are used in society and the way the public deals with the media in order to enable students to acquire the skills to deal with the use of the media.

The outputs of the Established Teaching, learning and evaluation methods .22
A- NoCognitive goals 1- Lectures. 2- Working papers. 3-Online studies. 4- Questions and discussions.
B -ObjectivesSkillsYehForEstablished. 1 -.Introducing students to the basics of working in mass communication media through the use of theories that work in the media field
Teaching and learning methods
Lectures . Working papers Online studies Questions and answers Activities.
Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-  
C3-  
C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.  
Activities.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweettosome has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure					.23
Evaluation method	Teaching method	Name of the unit/topic		hours	the week
Exam + activity	Lectures	Introduction to communication science		2	1
Exam + activity	Lectures	Communication concept		2	2
Exam + activity	Lectures	Communication objectives		2	3
Exam + activity	Lectures	Communication levels		2	4
Exam + activity	Lectures	Communication patterns		2	5
Exam + activity	Lectures	Elements of the communication process		2	6
Exam + activity	Lectures	Communication functions		2	7
Exam + activity	Lectures	Model functions		2	8
Exam + activity	Lectures	Harold Lasswell model		2	9
Exam +	Lectures	Exam		2	10

activity					
Exam + activity	Lectures	Model of language flow in the communication process		2	11
Exam + activity	Lectures	Concept of theory		2	12
Exam + activity	Lectures	Characteristics of the theory		2	13
Exam + activity	Lectures	The relationship of the model to the theory		2	14
Exam + activity	Lectures	The impact of the communication process		2	15
Exam + activity	Lectures	Influence theories		2	16
Exam + activity	Lectures	Theories related to the communicative source		2	17
Exam + activity	Lectures	Gatekeeping, the concept of censorship, and media freedom		2	18



Exam + activity	Lectures	Media work ethics in the new environment and its impact on the gatekeeper		2	19
Exam + activity	Lectures	Theories related to the communication message		2	20
Exam + activity	Lectures	Grooming Used in persuasive messages		2	21
Exam + activity	Lectures	Persuasion methods used in the message		2	22
Exam + activity	Lectures	Theories related to the means of communication		2	23
Exam + activity	Lectures	Exam		2	24
Exam + activity	Lectures	Lerner's theory and traversing		2	25

		traditional society			
Exam + activity	Lectures	Audience theories		2	26
Exam + activity	Lectures	Public exposure to mass communication		2	27
Exam + activity	Lectures	Exposure barriers		2	28
				2	29
Exam + activity	Lectures	Uses and gratifications theory		2	30

Infrastructure		.24
Course books	▪	1- Required prescribed books
	Other	
Dr.. Hassan Imad Makkawi		2- Main references (sources)
Dr.. Laila Hussein Al-Sayed, communication and theoriesContemporary		Recommended books and references(Scientific journals, reports,...)
		B - Electronic references, Internet sites...

Course development plan	.25
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## Course description form

### Course description

**He providesThe rapporteur described this succinctlyBaThe most important characteristics of the course and the learning outcomes expected of the student to achieve ProvenWhether he made the most of the learning opportunities available. It must be linked to a description the program.**

Zaali and scientific research Ministry of Higher Education and Scientific Research <b>Department of Media</b>	Educational institution .40
<b>general opinion_MEA307</b>	The sectionsscientific/ Center .41
<b>Actual attendance + interactive attendance                  via the e-learning platform</b>	Course name/code .42
<b>The fourth</b>	Available attendance .43 forms
<b>120</b>	Semester/year .44
<b>1/4/2024</b>	Number of study .45 hours(total)
	Date this description .46 was prepared
The course aims to teach the student the basics of public opinion, methods of forming it, the most important types of public opinion and their relationship to	

the nature of the prevailing regime in the country in which he is active.
The importance of specialized media in the life of societies.
The technical and technological development of means of communication and its impact on the development of specialized media.
The foundations and foundations of public opinion.

The outputs of the Established Teaching, learning and evaluation methods .26
A- NoCognitive goals 1- Lectures. 2- Working papers. 3-Online studies. 4- Questions and discussions.
B -ObjectivesSkillsYehForEstablished. 1 -. Teaching the student the concept of public opinion and the most important types of public opinion. It also focuses on the importance of public opinion politically and socially
Teaching and learning methods
Lectures . Working papers Online studies Questions and answers Activities.
Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-  
C3-  
C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.  
Activities.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweettoshe has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure						.27
Evaluation method	Teaching method	Name of the unit/topic	practical	hours theoretical	the week	
Exam + activity	Lectures	Concept Public opinion, its definition and types	2	2	1	
Exam + activity	Lectures	The opinion General In communities antiquity	2	2	2	
Exam + activity	Lectures	The opinion General In communities the MSphinct erWato Modern	2	2	3	
Exam + activity	Lectures	nature Public opinion and its laws	2	2	4	
Exam + activity	Lectures	Ingredients The opinion General in Countries Modern (Customs, traditions and values ato Inherited, religion, tRBye And education, the MNach Politics Y inside Country)	2	2	5	
Exam + activity	Lectures	Factors Shaping public opinion (environmental and natural)	2	2	6	
Exam + activity	Lectures	Factors Forming public opinion (	2	2	7	
Exam + activity	Lectures	Factors Forming public opinion (experiments and...no Events the Mmettle	2	2	8	
Exam + activity	Lectures	Factors formation The opinion General (Revolutions and experiments Wano Events the eMmettle in life Peoples, the MNach Trust me FY And the scientific one prevailing in Country, ano He got lost International He thre wand Mh)	2	2	9	
Exam + activity	Lectures	Leadership And its impact in information general opinion	2	2	10	
Exam + activity	Lectures	Appearances Public opinion (afor any Collector and negative)	2	2	11	
Exam +	Lectures	Careers Public opinion and its	2	2	12	

activity		goals			
Exam + activity	Lectures	measurementPublic opinion and its motives, measuring public opinion in ancient and modern times, an introduction to the importance of measuring public opinion, the origins of measuring public opinion and its development	2	2	13
Exam + activity	Lectures	roadMeasuring public opinion/Method AnoFatwaAnd the method Atoto surveyAndAltHtoYellt heMGuarantee	2	2	14
Exam + activity	Lectures	ExamChapter AFor the first time	2	2	15
Exam + activity	Lectures	meansaNo, noMAnd its impactinForming public opinion	2	2	16
Exam + activity	Lectures	Effectthe pressinForming public opinion	2	2	17
Exam + activity	Lectures	EffectanoseeT inShaping public opinion, cinemas andststage inForming public opinion	2	2	18
Exam + activity	Lectures	My influencepolitical systemingeneral opinion	2	2	19
Exam + activity	Lectures	EffectaFor a conferenceatAnd seminarsinForming public opinion	2	2	20
Exam + activity	Lectures	The opinionGeneralinD systemsMKaratiyaAnd authoritarian regimes	2	2	21
Exam + activity	Lectures	aLahlordPsychology and public opinion	2	2	22
Exam + activity	Lectures	LeadersAnd the leadersinForming public opinion	2	2	23
Exam + activity	Lectures	theaSalibTraditional to change public opinion	2	2	24
Exam +	Lectures	RepetitionWatoChas e	2	2	25



activity					
Exam + activity	Lectures	anoRevoltEmotional, display atofacts	2	2	26
Exam + activity	Lectures	THawailAttention AtoJmahYR	2	2	27
Exam + activity	Lectures	theBProgramsafor anyCollectorabeholdDe ddah	2	2	28
		RumorsAnd fabricate anoZamat	2	2	29
		<b>final exam</b>	2	2	30

Infrastructure .28

Course books ▪ Other	1- Required prescribed books
Public opinion, Abdul Karim Ali Al-Dabisi its formation factors and methods of measuring it	2- Main references (sources)
Public opinion and Atef Adly Al-Abd methods for measuring it	Recommended books and references(Scientific journals, reports,...)
	B - Electronic references, Internet sites...

Course development plan .29

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## Course description form

### Course description

The course aims to Teaching the student the concept of psychological warfare and the most important methods used in it. It also focuses on the importance of political education in confronting psychological warfare. It also focuses on advertising and its types.

Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .1
<b>Department of Media</b>	The sections scientific/ .2 Center
Psychological warfare and propaganda_ <b>MEA406</b>	Course name/code .3
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .4 forms
<b>The fourth</b>	Semester/year .5
<b>60</b>	Number of study .6 hours(total)
<b>1/4/2024</b>	Date this description was .7 prepared
Course definition: Description of the course: Teaching the student the concept of .8 psychological warfare and the most important methods used in it. It also focuses on the objectives of psychological warfare	
Importancethe Psychological warfare	
The technical and technological development of means of communication and its impact	

on the development of  
specialized media.

The outputs of the Established Teaching, learning and evaluation methods .30

A- NoCognitive goals

1- Lectures.

2- Working papers.

3-Online studies.

4- Questions and discussions.

B -ObjectivesSkillsYehForEstablished.

B 1 -Introducing students to the nature of psychological warfare.

B2 -The mechanism of transformation in the work of psychological warfare. .

B3 -Cognitive development and intellectual progress in the field of psychological warfare. .

B4-Recognition Types of psychological warfare.

Teaching and learning methods

Lectures .

Working papers

Online studies

Questions and answers

Activities.

Evaluation methods

Midterm exam.

the activities

Oral compliments.

Semester exam.

Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-

C3-

C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.  
Activities.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweettoshe has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure					.31
Evaluation method	Teaching method	Name of the unit/topic		hours	the week
Exam + activity	Lectures	entrance Historical Regarding advertising		2	1
Exam + activity	Lectures	Concept Advertising and its definitions		2	2
Exam + activity	Lectures	Foundations Psychological advertising		2	3
Exam + activity	Lectures	Aspects Connectivity in Hype		2	4
Exam + activity	Lectures	Starting points Advertising and its general principles		2	5
Exam + activity	Lectures	My rules And advertising objectives		2	6
Exam + activity	Lectures	Subdivisions Hype on according to With any YR Multiple (Species a For advertising		2	7
Exam + activity	Lectures	Methods the My mask H in Hype		2	8
Exam + activity	Lectures	Grooming in Hype		2	9
Exam + activity	Lectures	Hype And propaganda Anti		2	10
Exam + activity	Lectures	Hype And her relationship With patterns Connectivity The other		2	11
Exam + activity	Lectures	Hype Political		2	12
Exam + activity	Lectures	Hype And crises		2	13
Exam + activity	Lectures	Techniques Hype		2	14

Exam + activity	Lectures	ExamChapter AFor the first time		2	15
Exam + activity	Lectures	Signs HistoricalFor psychological warfare		2	16
Exam + activity	Lectures	Concept the warPsychology and its definitions		2	17
Exam + activity	Lectures	Techniques the warMental		2	18
Exam + activity	Lectures	FoundationsPsychologic al warfare		2	19
Exam + activity	Lectures	meansAnd goalsthe warMental		2	20
Exam + activity	Lectures	the warMentalin the war Globalism The first		2	21
Exam + activity	Lectures	the warMentalin the war Globalismthe second		2	22
Exam + activity	Lectures	the warMentalin the warCold		2	23
Exam + activity	Lectures	stuck the warMentalWith patternsPsychological copingThe other		2	24
Exam + activity	Lectures	the warMentalAccompanimentfor military conflicts		2	25
Exam + activity	Lectures	the warMentalAnd her relationshipWith propaganda		2	26
Exam + activity	Lectures	the warPsychological, brainwashing and ideological conversion		2	27
Exam + activity	Lectures	the warMentalAnd the rumour And radioConfidentiality		2	28
		the warPsychological and political poisoning		2	29

Exam + activity	Lectures	final exam		2	30								
Infrastructure			.32										
Course books ▪ Other			1- Required prescribed books										
Course books ▪ Other			2- Main references (sources)										
<table border="1"> <tr> <td>Psychological war</td> <td>Dr. Hamida Sumaisim</td> </tr> <tr> <td>Psychological warfare (the battle of words and beliefs)</td> <td>Dr. Salah Nasr</td> </tr> <tr> <td>Psychological war</td> <td>Dr. Muhammad Mounir Hijab</td> </tr> <tr> <td>Propaganda and psychological warfare</td> <td>Dr. Nidal Falah and others</td> </tr> </table>			Psychological war	Dr. Hamida Sumaisim	Psychological warfare (the battle of words and beliefs)	Dr. Salah Nasr	Psychological war	Dr. Muhammad Mounir Hijab	Propaganda and psychological warfare	Dr. Nidal Falah and others	Recommended books and references (Scientific journals, reports,...)		
Psychological war	Dr. Hamida Sumaisim												
Psychological warfare (the battle of words and beliefs)	Dr. Salah Nasr												
Psychological war	Dr. Muhammad Mounir Hijab												
Propaganda and psychological warfare	Dr. Nidal Falah and others												
			B - Electronic references, Internet sites...										

Course development plan		.33

## Course description form

### Course description

**Course definition: The course deals with the nature of planning and management in media and journalistic institutions, their policies, the standards and concept of planning, as well as the characteristics of campaigns and the foundations of journalistic management.**

Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .1
<b>Department of Media</b>	The sectionscientific/ .2 Center
<b>:(Management and planning of media institutions) MEA402</b>	Course name/code .3
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .1 forms
<b>The fourth</b>	Semester/year .2
<b>60</b>	Number of study .3 hours(total)
<b>1/4/2024</b>	Date this description was .4 prepared



Course description: Get to know the concept Media planning And its importance For individuals As well as identifying the importance, goals, levels and patterns Planning Its most important elements And its obstacles. .5

The importance of specialized media in the life of societies

The technical and technological development of means of communication and its impact on the development of specialized media.

Foundations and foundations of specialized media.

The outputs of the Established Teaching, learning and evaluation methods .34

A- No Cognitive goals

1- Lectures.

2- Working papers.

3- Online studies.

4- Questions and discussions.

B -Objectives Skills Yeh For Established.

B 1 -Definition of students **Management and planning of media institutions.**

B2 -Transformation mechanism in action **Management and planning of media institutions.**

B3 -Cognitive development and technological progress and its dimensions **Management and planning of media institutions.**

B4-Recognition **Management and planning of media institutions**

Teaching and learning methods

Lectures .  
 Working papers  
 Online studies  
 Questions and answers  
 Activities.

Evaluation methods

Midterm exam.  
 the activities  
 Oral compliments.  
 Semester exam.  
 Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-  
 C3-  
 C4-

Teaching and learning methods

Lectures .  
 Activities.  
 Studies on the Internet.  
 Questions and answers.  
 Activities.

Evaluation methods

Midterm exam.  
 the activities  
 Oral compliments.

Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweettoshe has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure					.35
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activity	a lecture	Media institutions		2	1
Exam + activity	a lecture	Media policy		2	2
Exam + activity	a lecture	The concept of media planning		2	3
Exam + activity	a lecture	Media planning elements		2	4
Exam + activity	a lecture	Media planning standards		2	5
Exam + activity	a lecture	Media planning methods		2	6
Exam + activity	a lecture	Media planning		2	7
Exam + activity	a lecture	Planning media programs		2	8
Exam + activity	a lecture	Media campaigns		2	9
Exam + activity	a lecture	Characteristics of media campaigns		2	10
Exam + activity		Exam		2	11
Exam + activity	a lecture	Types of campaigns		2	12
Exam + activity	a lecture	Elements of media campaigns		2	13
Exam + activity	a lecture	Effective principles of media campaigns		2	14
Exam + activity	a lecture	The difference between media and advertising		2	15

		campaigns			
Exam + activity	a lecture	Fundamentals of planning the media and promotional campaign		2	16
Exam + activity	a lecture	Features of the media plan		2	17
Exam + activity	a lecture	Obstacles facing the media planner		2	18
Exam + activity	a lecture	Awareness campaigns		2	19
Exam + activity	a lecture	Features of awareness campaigns		2	20
Exam + activity	a lecture	Factors affecting the success of awareness campaigns		2	21
Exam + activity	a lecture	Stages of behavior change		2	22
Exam + activity	a lecture	Audience studies in awareness campaigns		2	23
Exam + activity	a lecture	Campaign success factors		2	24
Exam + activity		Exam		2	25
Exam + activity	a lecture	Standards for awareness campaigns		2	26
Exam + activity	a lecture	Planning election campaigns		2	27
Exam + activity	a lecture	Stages of persuasion in		2	28

		election campaigns			
Exam + activity	a lecture	Election campaign planning		2	29
Exam + activity	a lecture	Types of election campaigns		2	30

Infrastructure		.36
Required readings: Other course books Media planning book, theoretical and applied foundations, Dr. Laith Badr	1- Required prescribed books	
	2- Main references (sources)	
Journal of Media Research.	Recommended books and references(Scientific journals, reports,...)	
Studies website.	B - Electronic references, Internet sites...	

Course development plan	.37
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>	

## Course description form

### Course description

**Introducing public relations and its role in supporting media institutions and building a good mental image for various institutions**

Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .6
<b>Department of Media</b>	The sectionscientific/ .7 Center
Public relations MEA102	Course name/code .8
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .9 forms
<b>The fourth</b>	Semester/year .10
<b>60</b>	Number of study .11 hours(total)
<b>1/4/2024</b>	Date this description .12 was prepared
Course description: Introducing public relations and its role in supporting media institutions and building a good mental image for various institutions .13	
ImportancePublic relations The technical and technological development of means of communication and its impact	

on the development of specialized media.
Foundations and foundationsPublic relations

The outputs of theEstablishedTeaching, learning and evaluation .38 methods
A- NoCognitive goals 1- Lectures. 2- Working papers. 3-Online studies. 4- Questions and discussions.
B -ObjectivesSkillsYehForEstablished. B 1 -Definition of students <b>What is public relations?</b> B2 -Transformation mechanism in action <b>Public relations</b> B3 -Cognitive development and technological progress and its dimensions <b>Public relations.</b> B4-Recognition <b>Public Relations Department</b>
Teaching and learning methods
Lectures . Working papers Online studies Questions and answers Activities.
Evaluation methods
Midterm exam. the activities



Oral compliments.  
Semester exam.  
Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to submit proposals and solutions.
The ability to deduce and compare.

C2-  
C3-  
C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.  
Activities.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweetto she has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

Course structure						.39
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week	
Exam + activity	a lecture	Introduction to public relations		2	1	
Exam + activity	a lecture	A historical overview of public relations and its development		2	2	
Exam + activity	a lecture	Public relations in Iraq		2	3	
Exam + activity	a lecture	Public relations objectives		2	4	
Exam + activity	a lecture	Public relations jobs		2	5	
Exam + activity	a lecture	The importance of public relations		2	6	
Exam + activity	a lecture	Scientific research in public relations		2	7	
Exam + activity	a lecture	Planning in public		2	8	

		relations			
Exam + activity	a lecture	Coordination in public relations		2	9
Exam + activity	a lecture	Implementing public relations programs		2	10
Exam + activity		Calendar in public relations		2	11
Exam + activity	a lecture	Communication in public relations		2	12
Exam + activity	a lecture	Elements of communication in public relations		2	13
Exam + activity	a lecture	Evaluation in public relations		2	14
Exam + activity	a lecture	First semester exam		2	15
Exam + activity	a lecture	The importance of mental image in the success of the organization		2	16

Exam + activity	a lecture	Functions of mental image		2	17
Exam + activity	a lecture	Types of mental images		2	18
Exam + activity	a lecture	Factors that contribute to the formation of a positive mental image		2	19
Exam + activity	a lecture	Administration and public relations		2	20
Exam + activity	a lecture	The importance of management in public relations		2	21
Exam + activity	a lecture	The organizational and administrative structure of public relations		2	22
Exam + activity	a lecture	The location of public relations in the		2	23

		organization's organizational structure			
Exam + activity	a lecture	Successful leadership of institutions		2	24
Exam + activity		The difference between leadership and management		2	25
Exam + activity	a lecture	Characteristics of a successful leader		2	26
Exam + activity	a lecture	Crises in institutions		2	27
Exam + activity	a lecture	The role of public relations in dealing with crises		2	28
Exam + activity	a lecture	Public relations and human relations		2	29

Infrastructure		.40
Other course books	1- Required prescribed books	
<b>Public relations and its role in -1</b>		

<p style="text-align: center;"><b>supporting oil activity</b> <b>Dr. Muhammad Rafi Labad Al-Rawi</b></p>	
<p style="text-align: center;"><b>2- Employing electronic communication in public relations</b> <b>Dr. Muhammad Rafi Labad Al-Rawi</b></p>	2- Main references (sources)
Journal of Media Research.	Recommended books and references(Scientific journals, reports,...)
Studies website.	B - Electronic references, Internet sites...

Course development plan .41
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>

## 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. Learning Available. It must be linked to the program description.;

Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .1
<b>Department of Media</b>	The sections scientific/ .2 Center
<b>Political communication MEA104</b>	Course name/code .3
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .4 forms
<b>The second: journalism, radio and television</b>	Semester/year .5
<b>30</b>	Number of study .6 hours(total)
<b>1/4/2024</b>	Date this description was .7 prepared
Course objectives .8	
Learn about the concept of political communication	
The importance of communication and its means in the political field	
The technical and technological development of means of	

communication and their impact on the world of politics.
Theories of political communication and its functions.

The outputs of the Established Teaching, learning and evaluation methods .42
<p>A- NoCognitive goals</p> <p>A1- Lectures.</p> <p>A2- Working papers.</p> <p>A3-Online studies.</p> <p>A4- Questions and discussions.</p> <p>A5-</p> <p>A6-</p>
<p>B -ObjectivesSkillsYehForEstablished.</p> <p>B 1 -Introducing students to the importance of politics in societies.</p> <p>B2 -Communication and media policies in the developed and Arab world.</p> <p>B3 -Cognitive development and technological progress in the world of politicians.</p> <p>B4-Recognition Characteristics of the political system.</p>
Teaching and learning methods
<p>Lectures .</p> <p>Working papers</p> <p>Online studies</p> <p>Questions and answers</p>
Evaluation methods
<p>Midterm exam.</p> <p>the activities</p> <p>Oral compliments.</p>



Semester exam.  
Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-

C3-

C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweetto she has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure					.43
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activities	Lectures+ Practical exercises	Concepts of political communication		2	1
Exam + activity	Lectures	The emergence and development of political communication		2	2
Exam + activity <sup>4</sup>	Lectures	Theories of political communication.		2	3
Exam + activity	Lectures + verbal exercises	Political communication jobs		2	4
Exam + activity	Lectures	Political communication and some concepts		2	5
Exam + activity	Lectures	Political communication and public opinion.		2	6
Exam + activity	Lectures + training	Political communication and democracy		2	7
Exam + activity	Lectures + training	Political communication and freedom of expression		2	8

Infrastructure	.44
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Introduction to political communication.	1- Required prescribed books
Introduction to political communication	2- Main references (sources)
Journal of Political Science.	Recommended books and references(Scientific journals, reports,...)
Political Encyclopedia website.	B - Electronic references, Internet sites...

Course development plan	.45
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>	

## 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. Learning Available. It must be linked to the program description.;

Ministry of Higher Education and Scientific Research	Educational institution .1
<b>Department of Media</b>	The sections scientific/ .2 Center
<b>Specialized media MEA306</b>	Course name/code .3
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .4 forms
<b>Fourth: Radio and Television</b>	Semester/year .5
<b>15</b>	Number of study .6 hours (total)
<b>1/4/2024</b>	Date this description was .7 prepared
Course objectives .8	
Identify the concept of specialized media.	
The importance of specialized media in the life of societies.	
The technical and technological development of means of communication and its impact	

on the development of specialized media.
Foundations and foundations of specialized media.

The outputs of the Established Teaching, learning and evaluation methods .46
A- NoCognitive goals 1- Lectures. 2- Working papers. 3-Online studies. 4- Questions and discussions.
B -ObjectivesSkillsYehForEstablished. B 1 -Introducing students to the nature of specialized media. B2 -The mechanism of transformation in the work of specialized media. B3 -Cognitive development and technological progress and their implications for specialized media. B4-Recognition Types of specialized media.
Teaching and learning methods
Lectures . Working papers Online studies Questions and answers Activities.
Evaluation methods
Midterm exam. the activities Oral compliments.

Semester exam.  
Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-

C3-

C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.  
Activities.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweetto she has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

Course structure .47					
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activities	Lectures+ activity	The concept of specialized media		2	1
Exam + activity	Lectures	The development of specialized media.		2	2
Exam + activity <sup>4</sup>	Lectures	Factors for creating specialized channels.		2	3
Exam + activity	Lectures + activity	Examples of specialized media		2	4
Exam + activity	Lectures	Determinants of specialized media		2	5
Exam + activity	Lectures	Advantages and disadvantages of specialized media		2	6
Exam + activity	Lectures + activity	Specifications of the specialized media person		2	7
Exam + activity	Lectures + activity			2	8

Infrastructure .48	
Specialized media.	1- Required prescribed books

Lectures in specialized media.	2- Main references (sources)
Journal of Media Research.	Recommended books and references(Scientific journals, reports,...)
Studies website.	B - Electronic references, Internet sites...

Course development plan .49
Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.

## 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.;



Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .1
<b>Department of Media</b>	The sectionscientific/ .2 Center
<b>Reporting and correspondence MEA310</b>	Course name/code .3
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .4 forms
<b>The third / radio and television</b>	Semester/year .5
<b>30</b>	Number of study .6 hours(total)
<b>1/4/2024</b>	Date this description was .7 prepared
	Course objectives .8
Learn about the concept of reporting and correspondence	
The importance of the report in media work.	
Technical and technological development of means of communication and its impact on preparing the report.	
Foundations and controls for the success of radio and television reports.	

The outputs of theEstablishedTeaching, learning and evaluation .50 methods
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A- NoCognitive goals

A1- Lectures.

A2- Working papers.

A3-Online studies.

A4- Questions and discussions.

A5-

A6-

B -ObjectivesSkillsYehForEstablished.

B 1 -Introducing students to the nature of the report in journalistic work. .

B2 -Mechanism for writing radio and television reports.

B3 -Cognitive development and technological progress in preparing the report.

B4-Recognition Characteristics and characteristics of a good report.

Teaching and learning methods

Lectures .

Working papers

Online studies

Questions and answers

Practical exercises.

Evaluation methods

Midterm exam.

the activities

Oral compliments.

Semester exam.

Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.

Ability to implement the proposed practical activities.

The ability to correctly evaluate.

Ability to provide suggestions and solutions.

The ability to deduce and compare.

C2-

	C3- C4-
Teaching and learning methods	
	Lectures . Activities. Studies on the Internet. Questions and answers. Practical exercises.
Evaluation methods	
	Midterm exam. the activities Oral compliments. Semester exam. Commitment to attend.
<p>D - General skills fQualificationTransferable (other skills related to employability and personal development).</p> <p>D1- Ability to deal with environmental problemsEducational.</p> <p>D2-Correct discrimination of problems and the ability to find the sweettoshe has.</p> <p>D3-Evaluation of work mechanismsMedia personUse and improve it.</p> <p style="text-align: right;">D4-</p>	

Course structure					.51
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activities	Lectures+ Practical exercises	Report concepts, language and terminology		2	1
Exam + activity	Lectures	Editing the radio news report		2	2
Exam + activity4	Lectures	Editing the television news report		2	3
Exam + activity	Lectures + verbal exercises	Mechanism for writing a news report		2	4
Exam + activity	Lectures	Introduction to the news report		2	5
Exam + activity	Lectures	Conclusion in the news report		2	6
Exam + activity	Lectures + training	Technical and technical means in the report		2	7
Exam + activity	Lectures + training	Structure the story in the news report		2	8

Infrastructure		.52
Radio and television news.	1- Required prescribed books	
Lectures on reporting and correspondence	2- Main references (sources)	
News reports on radio and television	Recommended books and references(Scientific journals, reports,...)	

Writing for television	B - Electronic references, Internet sites...
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Course development plan .53
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>

## 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. Learning Available. It must be linked to the program description.;

Zaali and scientific research Ministry of Higher Education and Scientific Research	Educational institution .9
<b>Department of Media</b>	The sections scientific/ .10 Center
<b>Networks</b>	Course name/code .11
<b>Actual attendance + interactive attendance via the e-learning platform</b>	Available attendance .12 forms
<b>The third / radio and television</b>	Semester/year .13
<b>15</b>	Number of study .14 hours(total)
<b>1/4/2024</b>	Date this description .15 was prepared
	Course objectives .16
Learn about the concept of media networks.	
The importance of radio and television networks in the life of societies.	
The technical and technological development of means of	

communication and their impact on the development of radio and television networks.
Communication policies and transformations in radio and television networks.

The outputs of the Established Teaching, learning and evaluation methods .54
<p>A- NoCognitive goals</p> <p>1- Lectures.</p> <p>2- Working papers.</p> <p>3-Online studies.</p> <p>4- Questions and discussions.</p>
<p>B -ObjectivesSkillsYehForEstablished.</p> <p>B 1 -Introducing students to the nature of networks in media work. .</p> <p>B2 -Transformation mechanism in the work of radio and television networks.</p> <p>B3 -Cognitive development and technological progress and their dimensions on networks.</p> <p>B4-Recognition The most important radio and television networks in the developed and Arab world.</p>
Teaching and learning methods
<p>Lectures .</p> <p>Working papers</p> <p>Online studies</p> <p>Questions and answers</p> <p>Practical exercises.</p>
Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.

C-Emotional and value goals

The ability to interact with sources and references.
Ability to implement the proposed practical activities.
The ability to correctly evaluate.
Ability to provide suggestions and solutions.
The ability to deduce and compare.

C2-  
C3-  
C4-

Teaching and learning methods

Lectures .  
Activities.  
Studies on the Internet.  
Questions and answers.  
Practical exercises.

Evaluation methods

Midterm exam.  
the activities  
Oral compliments.  
Semester exam.  
Commitment to attend.



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

D1- Ability to deal with environmental problemsEducational.

D2-Correct discrimination of problems and the ability to find the sweettoshe has.

D3-Evaluation of work mechanismsMedia personUse and improve it.

D4-

Course structure					.55
Evaluation method	Teaching method	Name of the unit/topic	Required learning outcomes	hours	the week
Exam + activities	Lectures+ activity	The nature of radio and television networks		2	1
Exam + activity	Lectures	Radio stations and recorded and live broadcasts		2	2
Exam + activity <sup>4</sup>	Lectures	British Broadcasting Corporation		2	3
Exam + activity	Lectures + activity	American radio and stations		2	4
Exam + activity	Lectures	European Broadcasting Union		2	5
Exam + activity	Lectures	Middle East Television Center		2	6
Exam + activity	Lectures + activity	Dubai Media Incorporated		2	7
Exam + activity	Lectures + activity	The Iraqi media Network		2	8

Infrastructure		.56
Radio and television networks.	1- Required prescribed books	
Lectures on radio and television networks.	2- Main references (sources)	
Journal of Communication Research.	Recommended books and references(Scientific journals, reports,...)	

Technology website	B - Electronic references, Internet sites...
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Course development plan	.57
<p>Continuous reading and following up on the latest scientific and research results to introduce updates and development in the methods of dealing with topics to give them factors of suspense and the use of modern technologies in developing academic curricula to be consistent with the data and trends of the times.</p>	

## **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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .1
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<b>Department of Media</b>	The sectionscientific/ .2 Center
<b>Press production</b>	Course name/code .3
<b>Live lectures + electronic lectures</b>	Available attendance .4 forms
<b>First semester + second semester</b>	Semester/year .5
<b>60</b>	Number of study .6 hours(total)
<b>1/4/2024</b>	Date this description was .7 prepared
Course objectives .8	
Introducing the student to the mechanism of writing news and reports -	
Teaching the student the mechanisms and methods of journalistic editing. -	
Introducing the student to the drafting mechanisms and technical - construction of advanced editing	

The outputs of theEstablishedTeaching, learning and evaluation .58 methods
Cognitive goals -ث
<p><b>A1-Introducing the art of journalistic production and its methods.</b></p> <p>A2- Providing the student with the skills of designing and producing a press publication, and highlighting the skills and technical specifications of the director in the process of distributing typographic elements</p> <p>A3-Providing the student with technical implementation skills</p> <p>A4-the definition<b>In graduate schools</b>Typographic elements</p>
<p>B -Marathi goalsForprogram</p> <p>B1-The skill of teaching the student the mechanism of producing publications.</p> <p>B2-The skill of recognizing the arts of directing and design.</p> <p>B3-Possessing implementation, design and production mechanisms according to scientific foundations</p>
Teaching and learning methods

Lectures -7  
 Working papers -8  
 Scientific activities and field applications -9

Evaluation methods

Oral exams -9  
 Written tests -10  
 Class activities -11  
 Extracurricular activities -12

C- Emotional and value goals.

C1-Instilling in the student a love of journalistic production.  
 C2-Eliminate hesitation in the design and implementation process.  
 C3-Accustoming the student to love exploring new directing schools.  
 C4- Teaching the student to respect the ethics of journalistic work and the correct principles of design.

Teaching and learning methods

Evaluation methods

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

Dr1-The skill of teaching the student the mechanism of producing publications.  
 Dr2-The skill of recognizing the arts of directing and design.  
 Dr3-Possessing implementation, design and production mechanisms according to scientific foundations

Course structure -2

Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
Exam + activity	Lectures	The concept of journalistic production and its development		2	1
Exam + activity	Lectures	Functions and characteristics of journalistic production		2	2
Exam + activity	Lectures	Technical foundations of journalistic production		2	3
Exam + activity	Lectures	Factors that control journalistic production methods		2	4
Exam + activity	Lectures	The directing schools used in designing the newspaper		2	5
Exam + activity	Lectures	Learn design in		2	6

		electronic programs (corel draw-Adobe photoshop-Adobe Indesign			
Exam + activity	Lectures	Practical applications on the programAdobe Indesign		2	7
Exam + activity	Lectures	Factors for the development of press production and printing		2	8
Exam + activity	Lectures	Typographic elements in journalistic production		2	9
Exam + activity	Lectures	practical application		2	10
Exam + activity	Lectures	The function of titles and their location on newspaper pages		2	11
Exam + activity	Lectures	Factors affecting the ease of reading letters		2	12
Exam +	Lectures	A practical		2	13

activity		application for designing pages on the computer			
Exam + activity	Lectures	Using printing colors in newspaper production		2	14
Exam + activity	Lectures	First semester exam		2	15
Exam + activity	Lectures	The importance of types of images and how to use them in journalistic production		2	16
Exam + activity	Lectures	Artistic direction for magazines		2	17
Exam + activity	Lectures	The importance and types of artistic production of magazines		2	18
Exam + activity	Lectures	Fundamentals of artistic design for magazines		2	19
Exam + activity	Lectures	Journalism production schools		2	20



		for the magazine			
Exam + activity	Lectures	Typographic elements for magazine design		2	21
Exam + activity	Lectures	Methods of publishing the magazine		2	22
Exam + activity	Lectures	Practical application of magazine design by Adobe Indesign		2	23
Exam + activity	Lectures	Infographic page design		2	24
Exam + activity	Lectures	The effect of color values in the design of infographic pages		2	25
Exam + activity	Lectures	The concept and development of electronic press design		2	26
Exam + activity	Lectures	Types of electronic newspapers		2	27
Exam + activity	Lectures	Fundamentals of design and production for digital newspapers on the web		2	28
		Production methods for electronic		2	29

		newspapers			
		Second semester exam		2	30

Infrastructure -ح	
<b>Scientific research methods / A. Dr.. Muayad Khalaf Hussein Al-Dulaimi</b>	<b>1- Required prescribed books</b>
Dr. Karam Shalabi, Arts of Journalism	<b>2- Main references (sources)</b>
Foundations of journalistic production Kamal Abdel Baset Al-Wahishi - - - A question about press production Talaat Hammam Othman	<b>Recommended books and references(Scientific journals, reports....)</b>
	<b>B - Electronic references, Internet sites...</b>

Course development plan -ح
Adding field work and establishing a studio for journalistic production. -

## 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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .9
<b>Department of Media</b>	The sections scientific/ .10 Center
<b>The art of news and reporting</b>	Course name/code .11
<b>Live lectures + electronic lectures</b>	Available attendance .12 forms
<b>First semester + second semester</b>	Semester/year .13
<b>60</b>	Number of study .14 hours(total)
<b>1/4/2024</b>	Date this description .15 was prepared
	Course objectives .16
Introducing the student to the mechanism of writing news and reports -	
Teaching the student the mechanisms and methods of journalistic editing. -	
Introducing the student to the drafting mechanisms and technical - construction of advanced editing	

The outputs of the Established Teaching, learning and evaluation .59  
methods

Cognitive goals -ख

**A1-Introducing the art of press news and its editing methods**

**A2- Most prominent methodsTypes of press news and editing arts**

A3-Providing the student with editing skills according to journalistic and artistic templates

A4- Press news sourcesAndEditorial templates

B -Marathi goalsForprogram

B1 –The skill of recognizing the arts of journalistic editing of news and reports

B2 –The skill of teaching the student the correct advanced editing mechanism

B3 –The skill of obtaining and writing information.

Teaching and learning methods

Lectures -10

Working papers -11

Scientific activities and field applications -12

Evaluation methods

Oral exams -13

Written tests -14

Class activities -15

Extracurricular activities -16

C- Emotional and value goals.

C1-Instilling a love of scientific research in the student.

C2-Getting rid of hesitation and fear of scientific research procedures.

C3-Accustoming the student to the love of knowledge and exploration.

C4- Appreciating science and scientists.

Teaching and learning methods

Evaluation methods

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

D1-The skill of recognizing the arts of journalistic editing of news and reports

D2-The skill of teaching the student the correct advanced editing mechanism

D3-Possessing journalistic editing mechanisms according to scientific foundations.

D4-The skill of obtaining and writing information.

Course structure -3

Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
Exam + activity	Lectures	<b>The concept of the press release</b>		2	1
Exam + activity	Lectures	<b>The development of the press release</b>		2	2
Exam + activity	Lectures	<b>Characteristics of a press release</b>		2	3
Exam + activity	Lectures	<b>Types of press releases</b>		2	4
Exam + activity	Lectures	<b>Press news sources</b>		2	5
Exam + activity	Lectures	<b>The six questions for editing a press release</b>		2	6
Exam + activity	Lectures	<b>Technical templates for editing press releases</b>		2	7
Exam + activity	Lectures	<b>Practical applications for editing news releases</b>		2	8
Exam + activity	Lectures	<b>Press coverage of the news</b>		2	9
Exam + activity	Lectures	<b>Practical applications for covering press news</b>		2	10
Exam + activity	Lectures	<b>The skills that must be available for editing press</b>		2	11

		<b>news</b>			
Exam + activity	Lectures	<b>Employing skills to edit news</b>		2	12
Exam + activity	Lectures	<b>News values</b>		2	13
Exam + activity	Lectures	<b>Practical applications in adhering to news values</b>		2	14
Exam + activity	Lectures	<b>First semester exam</b>		2	15
Exam + activity	Lectures	<b>News in the electronic press</b>		2	16
Exam + activity	Lectures	<b>Technical templates for editing news in electronic journalism</b>		2	17
Exam + activity	Lectures	<b>Practical applications for editing news in electronic journalism</b>		2	18
Exam + activity	Lectures	<b>Writing the title of the press release</b>		2	19
Exam + activity	Lectures	<b>Practical applications for writing the title of a press release</b>		2	20
Exam + activity	Lectures	<b>Mechanisms for using images in writing press news</b>		2	21
Exam + activity	Lectures	<b>Practical applications for using images in news writing</b>		2	22

Exam + activity	Lectures	<b>The concept of a press report</b>		2	23
Exam + activity	Lectures	<b>The importance of the press report</b>		2	24
Exam + activity	Lectures	<b>Features of the press report</b>		2	25
Exam + activity	Lectures	<b>Types of press reports</b>		2	26
Exam + activity	Lectures	<b>Reporting and its relationship to other journalistic arts</b>		2	27
Exam + activity	Lectures	<b>Editing the press report</b>		2	28
		<b>Practical applications for editing press reports</b>		2	29
		<b>Second semester exam</b>		2	30

<b>Infrastructure -&gt;</b>	
<b>Scientific research methods / A. Dr.. Muayad Khalaf Hussein Al-Dulaimi</b>	<b>1- Required prescribed books</b>
-Dr.. Abdul Aziz Sharaf. Technical methods in newspaper and radio editing	<b>2- Main references (sources)</b>
Dr.. Karam Shalabi. Press release Dr.. Fadel Al-Badrani. Fundamentals of newspaper and television editing	<b>Recommended books and references(Scientific journals, reports....)</b>
	<b>B - Electronic references, Internet sites...</b>



Course development plan -ذ

Adding field work and creating a journalistic editing studio. -

## 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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .1
<b>Department of Media</b>	The sections scientific/ Center .2
<b>Research Methodology</b>	Course name/code .3
<b>Live lectures + electronic lectures</b>	Available attendance forms .4
<b>First semester + second semester</b>	Semester/year .5
<b>60</b>	Number of study hours (total) .6
<b>1/4/2024</b>	Date this description was prepared .7
Course objectives .8	
Introducing the student to the types of thinking. -	
Teaching the student the mechanisms and methods of conducting scientific research theoretically and in the field. -	
Introducing the student to the ethics of scientific research -	


The outputs of the Established Teaching, learning and evaluation methods	.60
<p>Cognitive goals - 3</p> <p>A1-Finding solutions to existing problems and learning scientific observation and scientific thinking.</p> <p>A2-Access to methods for searching for scientific sources in libraries and the Internet</p> <p>A3-Identify and learn the paragraphs and steps for conducting any scientific research</p> <p>A4-Learn about scientific research methods and tools in the field of media.</p>	
<p>B -Marathi goals For program</p> <p>B1 –The skill of identifying research problems in the social and media environment.</p> <p>B2 –The skill of developing scientific hypotheses and verifying these hypotheses in a scientific manner.</p> <p>B3 –The skill of using scientific research mechanisms and research procedures to answer media problems.</p>	
Teaching and learning methods	
Lectures	-13
Working papers	-14
Scientific activities and field applications	-15
Evaluation methods	
Oral exams	-17
Written tests	-18
Class activities	-19
Extracurricular activities	-20

C- Emotional and value goals.

C1-Instilling a love of scientific research in the student.

C2-Getting rid of hesitation and fear of scientific research procedures.

C3-Accustoming the student to the love of knowledge and exploration.

C4- Appreciating science and scientists.

Teaching and learning methods

Evaluation methods

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

D1-Skill in dealing with problems of the social environment

D2-The skill of being able to correctly distinguish problems and find solutions to them.

D3-Possessing scientific research mechanisms in the ability to conduct research.

D4-Possessing the skill of scientific observation and scientific deduction.

Course structure -4

Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
Exam + activity	Lectures	Basic concepts about scientific research methods		2	1
Exam + activity	Lectures	The concept and conditions of thinking		2	2
Exam + activity	Lectures	Types of scientific thinking		2	3
Exam + activity	Lectures	Methods and methods of scientific knowledge (induction, deduction, hypothetical inference)		2	4
Exam + activity	Lectures	Types of scientific research		2	5
Exam + activity	Lectures	Types of scientific research methods: inductive and deductive, historical, experimental, descriptive, and survey methods.		2	6
Exam + activity	Lectures	Verification controls in choosing the		2	7

		correct approach			
Exam + activity	Lectures	Choose the research topic		2	8
Exam + activity	Lectures	Define the title and its conditions (variables-drafting stages)		2	9
Exam + activity	Lectures	Defining the research problem (its sources, conditions, and cognitive heritage)		2	10
Exam + activity	Lectures	The importance of research and determining research objectives (defining the importance of research-Write the importance of the research		2	11
Exam + activity	Lectures	Developing a research plan (1) (controls for investigating the validity of research objectives)		2	12
Exam + activity	Lectures	Data collection tools and methods Questionnaire form the interview Note		2	13
Exam +	Lectures	Data collection		2	14

activity		tools and methods the exams Projection			
Exam + activity	Lectures	First semester exam		2	15
Exam + activity	Lectures	How to collect data (theoretical, intentional)		2	16
Exam + activity	Lectures	How to write a theoretical framework		2	17
Exam + activity	Lectures	Practical applications in writing theoretical information		2	18
Exam + activity	Lectures	How to write a field framework		2	19
Exam + activity	Lectures	Practical applications in writing the field framework		2	20
Exam + activity	Lectures	Designing procedures adopted in collecting field data		2	21
Exam + activity	Lectures	Research community and its types (definition of research community, conditions for a good research community)		2	22
Exam + activity	Lectures	Samples and their types (A-		2	23

		Probability samples)			
Exam + activity	Lectures	Samples and their types (b- Non-probability samples)		2	24
Exam + activity	Lectures	Practical applications (verification controls in sample selection)		2	25
Exam + activity	Lectures	Scientific attribution (cases of writing sources and references) (using research sources)		2	26
Exam + activity	Lectures	Types of attribution (quotation, idea reference, reference reference)		2	27
Exam + activity	Lectures	Steps for writing a reference		2	28
		Practical applications		2	29
		Second semester exam		2	30

<b>Infrastructure -ج</b>	
<b>Scientific research methods / A. Dr.. Muayad Khalaf Hussein Al-Dulaimi</b>	<b>1- Required prescribed books</b>
<b>-Research Methodology/Dr.. Mowafaq Al-Hamdani</b>	<b>2- Main references (sources)</b>



<p><b>-Media research:Foundations and principles/Dr.. Samir Mohammed</b></p>	<p><b>Recommended books and references(Scientific journals, reports....)</b></p>
	<p><b>B - Electronic references, Internet sites...</b></p>

<p>Course development plan -س</p>	
<p>Adding the subject of statistics to scientific research curricula to learn the - different statistical methods in extracting scientific research results.</p>	

## 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.;

<b>Anbar University / College of Arts</b>	Educational institution .9
<b>Department of Media</b>	The sections scientific/ .10 Center
<b>Investigative reports</b>	Course name/code .11
<b>In-person lectures</b>	Available attendance .12 forms
<b>Chapter II</b>	Semester/year .13
<b>60</b>	Number of study .14 hours(total)
<b>1/4/2024</b>	Date this description .15 was prepared
Course objectives .16	
A- What is investigative journalism?	
B -Stages of completing an investigative investigation from idea to publication.	
C- <b>Laws and ethics of electronic journalism.</b>	
D- <b>Employing the Internet and technology in investigative journalism.</b>	

The outputs of the Established Teaching, learning and evaluation .61 methods
ش- Cognitive goals A1-Learn scientific observation and scientific thinking. A2-Learn how to search for scientific sources in libraries and the Internet A3-Learn the paragraphs and steps for conducting any scientific research A4-Knowledge of scientific research methods and tools in the field of media.
B -Marathi goals For program B1 –The skill of identifying research problems in the social and media environment. B2 –The skill of developing scientific hypotheses and verifying these

hypotheses in a scientific manner.  
 B3 –The skill of using scientific research mechanisms and research procedures to answer media problems.

Teaching and learning methods

Lectures + methodical book -16  
 Power point -17  
 Scientific activities and field applications -18

Evaluation methods

Oral exams -21  
 Written tests -22  
 Class activities -23  
 Extracurricular activities -24

C- Emotional and value goals.  
 C1-Instilling a love of scientific research in the student.  
 C2-Getting rid of hesitation and fear of scientific research procedures.  
 C3-Accustoming the student to the love of knowledge and exploration.  
 C4- Appreciating science and scientists.

Teaching and learning methods

Evaluation methods

Class exam. 2- Activity. 3 – Practical exam. 4- Oral exam. 5- Final exam. -1

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

D1-Skill in dealing with problems of the social environment  
 D2-The skill of being able to correctly distinguish problems and find solutions to them.

D3-Possessing scientific research mechanisms in the ability to conduct

research.

D4-Possessing the skill of scientific observation and scientific deduction.

Course structure -5

Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
Exam + activity	Lectures	<b>What is investigative journalism?</b>		2	1
Exam + activity	Lectures	<b>The differences between investigative journalism and other journalistic arts</b>		2	2
Exam + activity	Lectures	<b>Phylogeny</b>		2	3
Exam + activity	Lectures	<b>Investigative journalism in the Arab world</b>		2	4
Exam + activity	Lectures	<b>Generate an investigation idea</b>		2	5
Exam + activity	Lectures	<b>Hypothesis formulation</b>		2	6
Exam + activity	Lectures	<b>Complete and incomplete hypotheses</b>		2	7
Exam + activity	Lectures	<b>Planning an investigative investigation</b>		2	8
Exam +	Lectures	<b>A guide to planning</b>		2	9

activity		<b>an investigative investigation</b>			
Exam + activity	Lectures	<b>Investigative reporting sources</b>		2	10
Exam + activity	Lectures	<b>Dealing with various types of sources</b>		2	11
Exam + activity	Lectures	<b>The art of the interview</b>		2	12
Exam + activity	Lectures	<b>Tips for conducting an electronic interview</b>		2	13
Exam + activity	Lectures	<b>Writing an investigative report</b>		2	14
Exam + activity	Lectures	<b>Text verification</b>		2	15
Exam + activity	Lectures	<b>The role of the investigative supervisor in writing the investigation</b>		2	16
Exam + activity	Lectures	<b>Laws and ethics governing investigative work</b>		2	17
Exam + activity	Lectures	<b>The most prominent laws regulating investigative work in Iraq</b>		2	18
Exam + activity	Lectures	<b>Ethics of investigative journalism</b>		2	19
Exam + activity	Lectures	<b>The beginnings of the debate about the</b>		2	20

		<b>ethics of investigative journalism</b>			
Exam + activity	Lectures	<b>Existing ethical challenges</b>		2	21
Exam + activity	Lectures	<b>Codes of ethical conduct</b>		2	22
Exam + activity	Lectures	<b>The need to develop codes of conduct</b>		2	23
Exam + activity	Lectures	<b>The Internet and investigative journalism</b>		2	24
Exam + activity	Lectures	<b>Social media sites and investigative journalism</b>		2	25
Exam + activity	Lectures	<b>search on the Internet</b>		2	26
Exam + activity	Lectures	<b>Organized search on the Internet</b>		2	27
Exam + activity	Lectures	<b>Ethics of electronic journalism</b>		2	28
		<b>Iraqi, Arab and international investigative reports</b>		2	29
		<b>Second semester exam</b>		2	30

<b>Infrastructure</b> -ص	
<b>Investigative journalism: a theoretical introduction and practical applications</b>	<b>1- Required prescribed books</b>

<b>Investigative journalism: a theoretical introduction and practical applications United Nations Development Programme</b>	<b>2- Main references (sources)</b>
<b>Investigative Journalism/ Dr..Abdul Razzaq Al-Dulaimi</b>	<b>Recommended books and references(Scientific journals, reports,...)</b>
<b><a href="https://Scholar.google.com">https://Scholar.google.com</a>. <a href="https://www.iasj.net/">https://www.iasj.net/</a></b>	<b>B - Electronic references, Internet sites</b>

Course development plan      -ض-

Adding practical applications in investigative journalism to learn how to      -  
conduct investigative reports.



## 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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .17
<b>Department of Media</b>	The sections scientific/ Center .18
<b>Investigative Journalism</b>	Course name/code .19
<b>In-person lectures</b>	Available attendance forms .20
<b>Chapter II</b>	Semester/year .21
<b>60</b>	Number of study hours (total) .22
<b>1/4/2024</b>	Date this description was prepared .23
Course objectives .24	
A- What is investigative journalism?	
B -Stages of completing an investigative investigation from idea to publication.	
C- Laws and ethics of electronic journalism.	
D- Employing the Internet and technology in investigative journalism.	

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The outputs of the Established Teaching, learning and evaluation methods .62
Cognitive goals -ط
A1-Learn scientific observation and scientific thinking. A2-Learn how to search for scientific sources in libraries and the Internet A3-Learn the paragraphs and steps for conducting any scientific research A4-Knowledge of scientific research methods and tools in the field of media.
B -Marathi goals For program
B1 –The skill of identifying research problems in the social and media environment. B2 –The skill of developing scientific hypotheses and verifying these hypotheses in a scientific manner. B3 –The skill of using scientific research mechanisms and research procedures to answer media problems.
Teaching and learning methods
Lectures + methodical book -19 Power point -20 Scientific activities and field applications -21
Evaluation methods
Oral exams -25 Written tests -26 Class activities -27 Extracurricular activities -28
C- Emotional and value goals.
C1-Instilling a love of scientific research in the student. C2-Getting rid of hesitation and fear of scientific research procedures. C3-Accustoming the student to the love of knowledge and exploration. C4- Appreciating science and scientists.

Teaching and learning methods
Evaluation methods
Class exam. 2- Activity. 3 – Practical exam. 4- Oral exam. 5- Final exam. -2
<p style="text-align: center;">D - General skills fQualificationTransferable (other skills related to employability and personal development).</p> <p style="text-align: center;">D1-Skill in dealing with problems of the social environment</p> <p style="text-align: center;">D2-The skill of being able to correctly distinguish problems and find solutions to them.</p> <p style="text-align: center;">D3-Possessing scientific research mechanisms in the ability to conduct research.</p> <p style="text-align: center;">D4-Possessing the skill of scientific observation and scientific deduction.</p>

Course structure -6

Evaluation method	Teaching method	Name of the unit/course or subject	Required learning outcomes	hours	the week
Exam + activity	Lectures	<b>What is investigative journalism?</b>		2	1
Exam + activity	Lectures	<b>The differences between investigative journalism and other journalistic arts</b>		2	2
Exam + activity	Lectures	<b>Phylogeny</b>		2	3
Exam + activity	Lectures	<b>Investigative journalism in the Arab world</b>		2	4
Exam + activity	Lectures	<b>Generate an investigation idea</b>		2	5
Exam + activity	Lectures	<b>Hypothesis formulation</b>		2	6
Exam + activity	Lectures	<b>Complete and incomplete hypotheses</b>		2	7
Exam + activity	Lectures	<b>Planning an investigative investigation</b>		2	8
Exam +	Lectures	<b>A guide to planning</b>		2	9

activity		<b>an investigative investigation</b>			
Exam + activity	Lectures	<b>Investigative reporting sources</b>		2	10
Exam + activity	Lectures	<b>Dealing with various types of sources</b>		2	11
Exam + activity	Lectures	<b>The art of the interview</b>		2	12
Exam + activity	Lectures	<b>Tips for conducting an electronic interview</b>		2	13
Exam + activity	Lectures	<b>Writing an investigative report</b>		2	14
Exam + activity	Lectures	<b>Text verification</b>		2	15
Exam + activity	Lectures	<b>The role of the investigative supervisor in writing the investigation</b>		2	16
Exam + activity	Lectures	<b>Laws and ethics governing investigative work</b>		2	17
Exam + activity	Lectures	<b>The most prominent laws regulating investigative work in Iraq</b>		2	18
Exam + activity	Lectures	<b>Ethics of investigative journalism</b>		2	19
Exam + activity	Lectures	<b>The beginnings of</b>		2	20

		<b>the debate about the ethics of investigative journalism</b>			
Exam + activity	Lectures	<b>Existing ethical challenges</b>		2	21
Exam + activity	Lectures	<b>Codes of ethical conduct</b>		2	22
Exam + activity	Lectures	<b>The need to develop codes of conduct</b>		2	23
Exam + activity	Lectures	<b>The Internet and investigative journalism</b>		2	24
Exam + activity	Lectures	<b>Social media sites and investigative journalism</b>		2	25
Exam + activity	Lectures	<b>search on the Internet</b>		2	26
Exam + activity	Lectures	<b>Organized search on the Internet</b>		2	27
Exam + activity	Lectures	<b>Ethics of electronic journalism</b>		2	28
		<b>Iraqi, Arab and international investigative reports</b>		2	29
		<b>Second semester exam</b>		2	30

<b>ظ- Infrastructure</b>	
<b>Investigative journalism: a theoretical introduction and practical applications</b>	<b>1- Required prescribed books</b>

<b>Investigative journalism: a theoretical introduction and practical applications</b> <b>United Nations Development Programme</b>	<b>2- Main references (sources)</b>
<b>Investigative Journalism/</b> <b>Dr..Abdul Razzaq Al-Dulaimi</b>	<b>Recommended books and references(Scientific journals, reports,...)</b>
<b><a href="https://Scholar.google.com">https://Scholar.google.com</a>.</b> <b><a href="https://www.iasj.net/">https://www.iasj.net/</a></b>	<b>B - Electronic references, Internet sites</b>

Course development plan -ع	
Adding practical applications in investigative journalism to learn how to - conduct investigative reports.	

## 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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .1
<b>Department of Media</b>	The sections scientific/ .2 Center
<b>Radio and television directing</b>	Course name/code .3
<b>Live lectures + electronic lectures</b>	Available attendance .4 forms
<b>First semester + second semester</b>	Semester/year .5
<b>60</b>	Number of study .6 hours(total)
<b>1/4/2024</b>	Date this description was .7 prepared
Course objectives .8	
<b>The course aims to teach the student the basics and methods of radio and television directing through theoretical study and practical application</b>	

The outputs of the Established Teaching, learning and .63  
evaluation methods



Cognitive goals -Ġ
1- Learn all kinds of directing. 2- Learn how to direct inside and outside the studio 3- Learn the problems and obstacles facing the directing process
B -Marathi goalsForprogram 1 –The skill of identifying external problems. 2 –The skill of developing tools and solutions for the success of radio and television directing work.
Teaching and learning methods
Lectures -22 Working papers -23 Scientific activities and field applications -24
Evaluation methods
Oral exams -29 Written tests -30 Class activities -31 Extracurricular activities -32
C- Emotional and value goals. 1-Love and understanding of the student’s directing process. 2-Getting rid of hesitation and fear of field work procedures. 3-Accustoming the student to the love of knowledge and exploration.
Teaching and learning methods
Lectures - Working papers - Scientific activities and field applications -
Evaluation methods

Oral exams -  
Written tests -  
Class activities -

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

- Ability to deal with work environment problemsJournalist
- Correct discrimination of problems and the ability to find solutions to them
- Evaluating, using and improving work mechanisms
- Determine work standardsThe directorOccasion
- Developing the spirit of cooperation and workJournalistCollectively as a team.

**Course structure -7**

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of the unit/course or subject</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
activity	Lectures	ConceptRadio directing		2	1
activity	Lectures	Radio director tools		2	2
activity	Lectures	Radio studio components		2	3
activity	Lectures	Types of radio studios		2	4
activity	Lectures	Human voice		2	5
activity	Lectures	Music and audio library		2	6
activity	Lectures	Music and sound effects functions		2	7
Monthly exam	Lectures	Radio music		2	8
activity	Lectures	Sound and music problems		2	9
activity	Lectures	The academic, practical and personal standards that must be met by the director		2	10
activity	Lectures	Radio programs		2	11
activity	Lectures	Directing and how to perform it		2	12
activity	Lectures	Radio talks		2	13
Monthly exam	Lectures	Characteristics of radio talk and its foundations		2	14
activity		<b>ExamChapter one</b>		2	15

activity	Lectures	<b>Steps to produce a television program</b>		2	16
activity	Lectures	<b>Implementing the program inside the studio</b>		2	17
activity	Lectures	<b>Implementing the program outside the studio</b>		2	18
activity	Lectures	<b>Radio and television-studio director tasks and techniques-Lighting - camera</b>		2	19
activity	Lectures	<b>Digital photography techniques in cinema</b>		2	20
activity	Lectures	<b>Digital imaging techniques in television</b>		2	21
activity	Lectures	<b>Television and film editing</b>		2	22
Monthly exam	Lectures	<b>Production of documentaries and complete artistic works</b>		2	23
activity	Lectures	<b>Television editing techniques</b>		2	24
activity	Lectures	<b>Segmentation and image composition</b>		2	25
activity	Lectures	<b>Audio techniques in radio</b>		2	26
activity	Lectures	<b>Sound elements</b>		2	27
activity	Lectures	<b>Radio and television-studio director tasks and techniques-Lighting - camera</b>		2	28
Monthly exam	Lectures	<b>Digital photography techniques in cinema</b>		2	29

		<b>ExamChapter II</b>		2	30
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<b>Infrastructure -ف</b>	
<b>binding   M. M. Rafi Hamdi Al-Hadithi</b>	<b>1- Required prescribed books</b>
Dr. Karam Shalabi-Television production and directing arts -Television directing rules Desmond Davis	<b>2- Main references (sources)</b>
-Dr. Walid Al-Hadithi-Television production and directing arts Dr. Karam Shalabi-Broadcaster and the art of presenting programs Dr.. Tariq Al-Shari-Radio media	<b>Recommended books and references(Scientific journals, reports)</b>
	<b>B - Electronic references, Internet sites...</b>

<b>ق- Course development plan</b>
<b>Students undergo practical training through directingOr produce some short programsIn the studio AndSome press toursRadios and channelsFor training purpose</b>

## 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. Learning Available. It must be linked to the program description.;

<b>Anbar University / College of Arts</b>	Educational institution .9
<b>Department of Media</b>	The sections scientific/ .10 Center
<b>Media networks</b>	Course name/code .11
<b>Live lectures + electronic lectures</b>	Available attendance .12 forms
<b>Chapter one</b>	Semester/year .13
<b>30</b>	Number of study .14 hours(total)
<b>1/4/2024</b>	Date this description .15 was prepared
Course objectives .16	
<p>The course aims to increase students' knowledge of media networks, their great development, and their control over the political and social arena and other fields by allocating billions of dollars to them in order to control the world in various fields.</p>	


The outputs of the Established Teaching, learning and evaluation methods .64
<p>ك- Cognitive goals</p> <ul style="list-style-type: none"> <li>- The ability to interact with sources and references.</li> <li>- Ability to implement the proposed practical activities.</li> <li>- The ability to correctly evaluate.</li> <li>- Ability to provide suggestions and solutions.</li> <li>- The ability to deduce and compare.</li> </ul>
<p>B -Marathi goals For program</p> <p>1 –The skill of identifying media problems.</p> <p>2 –The skill of developing tools and solutions for the success of radio and television work.</p>
Teaching and learning methods
<ul style="list-style-type: none"> <li>Lectures -25</li> <li>Working papers -26</li> <li>Scientific activities and field applications -27</li> </ul>
Evaluation methods
<ul style="list-style-type: none"> <li>Oral exams -</li> <li>Written tests -</li> <li>Class activities -</li> </ul>
C- Emotional and value goals.
Teaching and learning methods
Lectures -

Working papers - Scientific activities and field applications -
Evaluation methods
Oral exams - Written tests - Class activities -
<p>D - General skills fQualificationTransferable (other skills related to employability and personal development).</p> <ul style="list-style-type: none"> <li>-Ability to deal with work environment problemsJournalist</li> <li>-Correct discrimination of problems and the ability to find solutions to them</li> <li>-Evaluating, using and improving work mechanisms</li> <li>-Determine work standardsThe directorOccasion</li> <li>-Developing the spirit of cooperation and workJournalistCollectively as a team.</li> </ul>



**Course structure -8**

<b>Evaluation method</b>	<b>Teaching method</b>	<b>Name of the unit/course or subject</b>	<b>Required learning outcomes</b>	<b>hours</b>	<b>the week</b>
activity	Lectures	The concept of media networks		2	1
activity	Lectures	Steps in the emergence and development of radio and television		2	2
activity	Lectures	Directed international radio		2	3
activity	Lectures	Radio in the Arab world		2	4
activity	Lectures	International radio		2	5
activity	Lectures	Satellites and their importance in international networks		2	6
activity	Lectures	Types of satellites		2	7
Monthly exam	Lectures	The most important Arab and Iraqi networks		2	8
activity	Lectures	The most important international networks		2	9
activity	Lectures	social media sites		2	10
activity	Lectures	America's forefront of media production		2	11
activity	Lectures	<b>Software and network piracy</b>		2	12
activity	Lectures	<b>Intellectual property rights</b>		2	13

Monthly exam	Lectures	<b>Broadcasting and encryption in satellite television</b>		2	14
activity		<b>ExamChapter one</b>		2	15
activity	Lectures			2	16
activity	Lectures			2	17
activity	Lectures			2	18
activity	Lectures			2	19
activity	Lectures			2	20
activity	Lectures			2	21
activity	Lectures			2	22
Monthly exam	Lectures			2	23
activity	Lectures			2	24
activity	Lectures			2	25
activity	Lectures			2	26
activity	Lectures			2	27
activity	Lectures			2	28
Monthly exam	Lectures			2	29
		<b>ExamChapter II</b>		2	30

<b>Infrastructure -J</b>	
<b>binding   M. M. Rafi Hamdi Al-Hadithi</b>	<b>1- Required prescribed books</b>
Dr. Ismail Al-Salamah, first edition, 2010 AD (Media and their influence)	<b>2- Main references (sources)</b>

Dr.. Fadi Ismail(The development of media networks and their effectiveness)	
	<b>Recommended books and references(Scientific journals, reports)</b>
	<b>B - Electronic references, Internet sites...</b>

Course development plan -٢
<b>Teaching the student the most important radio and television media networks and social communication through theoretical study and the extent of their influence in the world in various fields.</b>

