Academic Program Description Template for the Media Department

University Name: Tikrit University

College / Institute: College of Arts

Academic Department: Media Department

Academic or Professional Program Name: Bachelor of Media

Final Degree Name: Bachelor of Media

Study System: Annual

Date of Description Preparation: 1/9/2025

Date of File Completion: 1/9/2025

أ.د. عطية مساهر حمد

م. العميد للشؤون العلمية

٢٠٢٥/٩/١

م.د. خميس محمد كرحوت

رئيس قسم الاعلام

٢٠٢٥/٩/١

File Reviewed By

Quality Assurance and University Performance Division

Name of Director of Quality Assurance and University Performance Division:

Date

Signature

Approval of the Dean

Field	Details
Course Name:	Human Rights and Democracy
Course Code:	Human Rights and Democracy
Semester / Year:	Annual / Semester – 2025-2026
Description Date:	September 1, 2025
Available Attendance:	In-person
Total Credit Hours / Units:	60 Hours
Course Coordinator(s):	Asst. Prof. Musar Hasan Jassim (musar.hasan@tu.edu.iq), Lect. Khamis Hawas Hajim

Course Objectives

- Spreading the concept of human rights, explaining the types of rights and freedoms, and contributing intellectually to the development of this idea.
- Clarifying the stance of international conventions and Iraqi/Arab constitutions regarding these rights.
- Enabling students to review specific topics related to human rights and democracy.

Teaching and Learning Strategies

- • In-person lectures (two lectures per week) and interactive electronic lectures (Google Meet) as needed.
- • Use of modern educational tools and techniques, including PowerPoint.

Week	Hours	Learning Outcomes	Unit / Subject Name	Teaching Method	Assessment Method
1	1	Knowledge & Understanding	Introduction to Human Rights and the national/procedural mechanisms for implementation	Theoretical Lecture	Oral exam, participation, and attendance
2	1	Knowledge & Understanding	Historical development of Human Rights	Theoretical Lecture	Oral exam, participation, and attendance
3	1	Knowledge & Understanding	National and procedural mechanisms for application	Theoretical Lecture	Oral exam, participation, and attendance
4	1	Knowledge & Understanding	Concept of the International Bill of Human Rights	Theoretical Lecture	Oral exam, participation, and attendance

5	1		Knowledge & Understanding	National and procedural mechanisms to implement the International Bill in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
6	1		Knowledge & Understanding	Rights of women, children, minorities, and persons with disabilities in international conventions	Theoretical Lecture	Oral exam, participation, and attendance
7	1		Knowledge & Understanding	Rights of persons with disabilities and minorities	Theoretical Lecture	Oral exam, participation, and attendance
8	1		Knowledge & Understanding	National mechanisms and procedures for applying specific or group rights	Theoretical Lecture	Oral exam, participation, and attendance
9	1		Knowledge & Understanding	Monthly Exam 1	Theoretical Lecture	Oral exam, participation, and attendance
10	1		Knowledge & Understanding	Gross violations of Human Rights	Theoretical Lecture	Oral exam, participation, and attendance
11	1		Knowledge & Understanding	International Humanitarian Law and protection of human rights in conflicts	Theoretical Lecture	Oral exam, participation, and attendance
12	1		Knowledge & Understanding	Gross violations of Human Rights in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
13	1		Knowledge & Understanding	Human Rights Council and protection mechanisms	Theoretical Lecture	Oral exam, participation, and attendance
14	1		Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance
15	1		Knowledge & Understanding	Monthly Exam 2	Exam	Written Exam
16	1		Knowledge & Understanding	Historical concepts of the origin of democracy and its foundations	Theoretical Lecture	Oral exam, participation, and attendance
17	1		Knowledge & Understanding	Development of democracy in the modern era and its correlates	Theoretical Lecture	Oral exam, participation, and attendance
18	1		Knowledge & Understanding	Democracy in the 20th century between totalitarianism and global expansion	Theoretical Lecture	Oral exam, participation, and attendance
19	1		Knowledge & Understanding	Patterns of democracy and its development in contemporary contexts	Theoretical Lecture	Oral exam, participation, and attendance
20	1		Knowledge & Understanding	Islam and Democracy	Theoretical Lecture	Oral exam, participation, and attendance

21	1	Knowledge & Understanding	Separation of powers and principles of democratic governance	Theoretical Lecture	Oral exam, participation, and attendance
22	1	Knowledge & Understanding	Elections as a mechanism for democracy	Theoretical Lecture	Oral exam, participation, and attendance
23	1	Knowledge & Understanding	Monthly Exam 1	Theoretical Lecture	Oral exam, participation, and attendance
24	1	Knowledge & Understanding	Political Parties	Theoretical Lecture	Oral exam, participation, and attendance
25	1	Knowledge & Understanding	Civil Society and pressure groups	Theoretical Lecture	Oral exam, participation, and attendance
26	1	Knowledge & Understanding	Relationship between democracy and public freedoms	Theoretical Lecture	Oral exam, participation, and attendance
27	1	Knowledge & Understanding	Media and Democracy	Theoretical Lecture	Oral exam, participation, and attendance
28	1	Knowledge & Understanding	Comparative Democratic Systems	Theoretical Lecture	Oral exam, participation, and attendance
29	1	Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance
30	1	Knowledge & Understanding	Monthly Exam 2	Exam	Written Exam

Field	Details
Course Name:	History of Journalism – Second Stage (Journalism)
Course Code:	History of Journalism – Second Stage (Journalism)
Semester / Year:	Annual / Semester – 2025-2026
Description Date:	September 1, 2025
Available Attendance:	In-person
Total Credit Hours / Units:	60 Hours
Course Coordinator(s):	Asst. Prof. Musar Hasan Jassim (musar.hasan@tu.edu.iq) & Asst. Lect. Afrah Ajami

Course Objectives

- Introducing students to the historical stages through which Iraqi journalism has passed.

- Enabling students to review specific topics related to Iraqi journalism

Teaching and Learning Strategies

- • In-person lectures (two lectures per week) and interactive electronic lectures (Google Meet) as needed.
- • Use of modern educational tools and techniques, including PowerPoint.

Week	Hours	Learning Outcomes	Unit / Subject Name	Teaching Method	Assessment Method
Week	**Hours**	**Learning Outcomes**	**Unit / Subject Name**	**Teaching Method**	**Assessment Method**
1	1	Knowledge & Understanding	Linguistic and terminology introduction to journalism	Theoretical Lecture	Oral exam, participation, and attendance
2	1	Knowledge & Understanding	Characteristics and functions of journalism	Theoretical Lecture	Oral exam, participation, and attendance

3	1	Knowledge & Understanding	Introduction to the origin and development of journalism globally	Theoretical Lecture	Oral exam, participation, and attendance
4	1	Knowledge & Understanding	Origin and development of modern journalism in the Arab world	Theoretical Lecture	Oral exam, participation, and attendance
5	1	Knowledge & Understanding	Origin and development of journalism in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
6	1	Knowledge & Understanding	Stages of journalism during its establishment	Theoretical Lecture	Oral exam, participation, and attendance
7	1	Knowledge & Understanding	Journalism of the 1920 Revolution	Theoretical Lecture	Oral exam, participation, and attendance
8	1	Knowledge & Understanding	Objective conditions and timeframe of the 1920 Revolution journalism	Theoretical Lecture	Oral exam, participation, and attendance
9	1	Knowledge & Understanding	Monthly Exam 1	Theoretical Lecture	Oral exam, participation, and attendance
10	1	Knowledge & Understanding	The Iraqi Government Newspaper	Theoretical Lecture	Oral exam, participation, and attendance
11	1	Knowledge & Understanding	Public Iraqi party press (1922–1930)	Theoretical Lecture	Oral exam, participation, and attendance
12	1	Knowledge & Understanding	Public Iraqi party press (1922–1930)	Theoretical Lecture	Oral exam, participation, and attendance
13	1	Knowledge & Understanding	Public Iraqi party press (1930–1935)	Theoretical Lecture	Oral exam, participation, and attendance
14	1	Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance
15	1	Knowledge & Understanding	Monthly Exam 2	Exam	Written Exam
16	1	Knowledge & Understanding	Specialized journalism in Iraq	Theoretical Lecture	Oral exam, participation, and

					attendance
17	1	Knowledge & Understanding	Specialized journalism in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
18	1	Knowledge & Understanding	Iraqi laws related to journalism	Theoretical Lecture	Oral exam, participation, and attendance
19	1	Knowledge & Understanding	Legal concepts in Iraqi publication laws	Theoretical Lecture	Oral exam, participation, and attendance
20	1	Knowledge & Understanding	National and religious minority press in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
21	1	Knowledge & Understanding	National and religious minority press in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
22	1	Knowledge & Understanding	National and religious minority press in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
23	1	Knowledge & Understanding	Monthly Exam 1	Theoretical Lecture	Oral exam, participation, and attendance
24	1	Knowledge & Understanding	Pioneers of Iraqi journalism	Theoretical Lecture	Oral exam, participation, and attendance
25	1	Knowledge & Understanding	Pioneers of Iraqi journalism	Theoretical Lecture	Oral exam, participation, and attendance
26	1	Knowledge & Understanding	Pioneers of Iraqi journalism	Theoretical Lecture	Oral exam, participation, and attendance
27	1	Knowledge & Understanding	Daily Quiz	Exam	Oral exam, participation, and attendance
28	1	Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance
29	1	Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance

30	1	Knowledge & Understanding	Monthly Exam 2	Exam	Written Exam
1	1	Knowledge & Understanding	Introduction to Human Rights and the national/procedural mechanisms for implementation	Theoretical Lecture	Oral exam, participation, and attendance
2	1	Knowledge & Understanding	Historical development of Human Rights	Theoretical Lecture	Oral exam, participation, and attendance
3	1	Knowledge & Understanding	National and procedural mechanisms for application	Theoretical Lecture	Oral exam, participation, and attendance
4	1	Knowledge & Understanding	Concept of the International Bill of Human Rights	Theoretical Lecture	Oral exam, participation, and attendance
5	1	Knowledge & Understanding	National and procedural mechanisms to implement the International Bill in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
6	1	Knowledge & Understanding	Rights of women, children, minorities, and persons with disabilities in international conventions	Theoretical Lecture	Oral exam, participation, and attendance
7	1	Knowledge & Understanding	Rights of persons with disabilities and minorities	Theoretical Lecture	Oral exam, participation, and attendance
8	1	Knowledge & Understanding	National mechanisms and procedures for applying specific or group rights	Theoretical Lecture	Oral exam, participation, and attendance
9	1	Knowledge & Understanding	Monthly Exam 1	Theoretical Lecture	Oral exam, participation, and attendance
10	1	Knowledge & Understanding	Gross violations of Human Rights	Theoretical Lecture	Oral exam, participation, and attendance
11	1	Knowledge & Understanding	International Humanitarian Law and protection of human rights in conflicts	Theoretical Lecture	Oral exam, participation, and attendance
12	1	Knowledge & Understanding	Gross violations of Human Rights in Iraq	Theoretical Lecture	Oral exam, participation, and attendance
13	1	Knowledge & Understanding	Human Rights Council and protection mechanisms	Theoretical Lecture	Oral exam, participation, and attendance
14	1	Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance
15	1	Knowledge & Understanding	Monthly Exam 2	Exam	Written Exam
16	1	Knowledge & Understanding	Historical concepts of the origin of democracy and its foundations	Theoretical Lecture	Oral exam, participation, and attendance

17	1	Knowledge & Understanding	Development of democracy in the modern era and its correlates	Theoretical Lecture	Oral exam, participation, and attendance
18	1	Knowledge & Understanding	Democracy in the 20th century between totalitarianism and global expansion	Theoretical Lecture	Oral exam, participation, and attendance
19	1	Knowledge & Understanding	Patterns of democracy and its development in contemporary contexts	Theoretical Lecture	Oral exam, participation, and attendance
20	1	Knowledge & Understanding	Islam and Democracy	Theoretical Lecture	Oral exam, participation, and attendance
21	1	Knowledge & Understanding	Separation of powers and principles of democratic governance	Theoretical Lecture	Oral exam, participation, and attendance
22	1	Knowledge & Understanding	Elections as a mechanism for democracy	Theoretical Lecture	Oral exam, participation, and attendance
23	1	Knowledge & Understanding	Monthly Exam 1	Theoretical Lecture	Oral exam, participation, and attendance
24	1	Knowledge & Understanding	Political Parties	Theoretical Lecture	Oral exam, participation, and attendance
25	1	Knowledge & Understanding	Civil Society and pressure groups	Theoretical Lecture	Oral exam, participation, and attendance
26	1	Knowledge & Understanding	Relationship between democracy and public freedoms	Theoretical Lecture	Oral exam, participation, and attendance
27	1	Knowledge & Understanding	Media and Democracy	Theoretical Lecture	Oral exam, participation, and attendance
28	1	Knowledge & Understanding	Comparative Democratic Systems	Theoretical Lecture	Oral exam, participation, and attendance
29	1	Knowledge & Understanding	Review	Theoretical Lecture	Oral exam, participation, and attendance
30	1	Knowledge & Understanding	Monthly Exam 2	Exam	Written Exam

Course Description Form

1. : Course name	
mass communication	
2. : Course code	
3. Annual : Year / the chapter	
annual	
4. Date this description was prepared	
٢٠٢٥/٢٧/٣	
5. Available attendance forms:	
weekly	
6. :(Number of study hours (total) / Number of units (total	
hours 60	
7. course administrator (if more than one name is Name of the (mentioned	
Mr. Dr Farid Saleh Fayyad millimeter Laith Maher Marai	
8. Course objectives	

Course specific skill objectives -B	Cognitive objectives -A
To know the concept of mass - ١ .communication	Defining the concepts of mass . ١ .communication
To be able to employ theoretical - ٢ and practical communication .vocabulary	Explain the most important functions . ٢ .types of mass communication and
To learn the process of mass . communication	Explain the importance of . ٣ communication for the individual and .society
	Trace the development of . ٤ communication throughout the ages and the changes that occur in the .communication process at each stage
	e relationship between Explain the clos .communication and media

9. Teaching and learning strategies	
	Discussion and dialogue–١
	Weekly tests –٢
	monthly tests –٣

		10. Headquarters structure			
Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	watches	week
	theoretical	**Communication Concept / Mass Communication Definitions**	mass communication	٣	1
	theoretical	**Communication features**	mass communication	٣	2
	theoretical	**Stages of development of human communication**	mass communication	٣	3
	theoretical	**Communication jobs**	mass communication	٣	4
	theoretical	**five levels of communication**	mass communication	٣	5
	theoretical	**Elements of the communication process**	mass communication	٣	6
	theoretical	**Types of communication: verbal, nonverbal, written, and visual**	mass communication	٣	7
-	-	**First exam**	-	٣	8
	theoretical	**Communication jobs**	mass communication	٣	9
	theoretical	**The four communication models**	mass communication	٣	10
	theoretical	**Elements of successful communication process**	mass communication	٣	11
	theoretical	**Objective factors relate to the sender, the message, the medium , .and the receiver**	mass communication	٣	12
	theoretical	**Obstacles to the success of the mass communication process**	mass communication	٣	13
	theoretical	**Successful mass process communication**	mass communication	٣	14
-	-	The second exam	-	٣	15
		Half year			
	theoretical	**mass communication**	**mass communication**	٣	١
	theoretical	**printed media**	**mass communication**	٣	٢
	theoretical	**Characteristics of print**	**mass**	٣	٣

	theoretical	journalism	communication		
	theoretical	Disadvantages of print journalism	mass communication	٣	٤
	theoretical	(Audio media (radio	mass communication	٣	٥
	theoretical	Radio advantages	mass communication	٣	٦
	theoretical	**Disadvantages of radio**	mass communication	٣	٧
-	-	**First exam**	-	٣	٨
	theoretical	Audiovisual media (cinema)	mass communication	٣	٩
	theoretical	Audiovisual media (television)	mass communication	٣	١٠
	theoretical	Pros and cons of television	mass communication	٣	١١
	theoretical	Mass communication audience (media (audience	mass communication	٣	١٢
	theoretical	Communication (activities (media	mass communication	٣	١٣
	theoretical	Definition of media, its functions and means	mass communication	٣	١٤
The second exam					

11.	Course Evaluation

	(١٠)First exam (١٠)assignments Attendance and daily (١٠)Exam (١٠)Attendance and daily assignments Test ٦٠Chapter
	Learning and teaching resources ١٢.
،Mass Communication ، .al Edwin Amery Translated by: Ibrahim Salama (Ba project The : Balad .(National translation	(Required textbooks (methodology if any
Abdul Rahman, Communication Skills, Amman: Safa Publishing and . ٢٠١١ ، Distribution House ،Foles , The Sociology of Mass Media	(references (sources

Jordan, Osama Publishing and Distribution House, ٢٠١١.	
workshops on communication skills Interpersonal skills training	supporting books and references Recommended (reports , Scientific journals…)
	Electronic references , websites

Course Description Form Television photography

1. Course Name:
Television photography

2. Course Code:

3. Semester / Year:
annual

4. Description Preparation Date:
2025-2026

5. Available Attendance Forms:
In-person - Weekly

6. Number of Credit Hours (Total) / Number of Units (Total)
60 hours / 30 months

7. Course administrator's name (mention all, if more than one name)

Name: Email:	
Mr. Mustafa Yassin Taha and Mr. Saad Ahmed	....

8. Course Objectives

Course Objectives	
	1. Introduction to the basics of photography in general.
	2. Introducing the basics of radio and television photography in particular.
	3. Introducing the most important techniques associated with radio and television photography.
	4. Providing students with the skill of selecting the appropriate image for

			publication in news agencies.		

9. Teaching and Learning Strategies

Strategy	1. Discussion and dialogue. 2. Practical training.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٢	Knowing the importance of photography and identifying the qualities of a successful television photographer	The importance of photography and the characteristics of a successful photographer	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٢	٢	Defining the concept of photography in general and television photography in particular	Photography concept	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٣	٢	The student will be able to understand the mechanisms of photography.	Imaging mechanisms	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٤	٢	Identify the basic camera components	The camera and its components	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٥	٢	Know how to use the camera	Practical applications for using the camera	practical	Students' photo productions
٦	٢	Knowing the conditions that must be met in the model image	Conditions that must be met in the model image	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٧	٢	Ability to identify typical TV picture images	Practical applications to achieve a typical image	practical	Student interaction during the lecture
٨	٢	Know the exact concept of digital television imaging	Digital photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٩	٢	Knowledge of digital photography techniques	Digital photography techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٠	٢	Practical applications in the field of digital photography	Practical applications in the field of digital photography	practical	Students' photo productions
١١	٢	The importance of lighting in the photography process	The importance of lighting in the photography process	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٢	٢	Practical applications to	Practical applications to	practical	Students' photo

					productions
		understand the importance of lighting in the photography process	understand the importance of lighting in the photography process		productions
١٣	٢	The student will be able to identify common lenses in television photography.	Lenses in photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٤	٢	The student will be able to use lenses in their correct context.	Practical applications of the importance of lenses in photography	practical	Students' photo productions
١٥	٢	-	First semester exam	-	-
١٦	٢	The student will be able to identify the elements of a television image.	Television picture elements	theoretical	Student interaction during the lecture
١٧	٢	The student will be able to understand the use of images in television arts.	My theory on using PowerPoint to support the lecture with pictures	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٨	٢	The student applies what he has learned about the use of images in television arts in a practical way.	Practical applications of employing images in television arts	practical	Students' photo productions
١٩	٢	The student will be able to identify a television camera and distinguish it from a still camera.	TV camera	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٠	٢	The student learns television filming techniques.	Television imaging techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢١	٢	The student applies what he has learned about television photography in a practical way.	Practical applications in television photography	practical	Students' photo productions
٢٢	٢	The student learns about photography in the field of electronic media.	Photography in the field of electronic media	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٣	٢	The student learns about photography techniques in the field of electronic media.	Imaging techniques in the field of electronic media	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٤	٢	The student applies what he has learned about the process of photography in the field of electronic media.	Practical applications of photography in the field of electronic media	practical	Students' photo productions
٢٥	٢	Learn about the importance of contemporary techniques in the field of television photography.	The importance of contemporary technologies in the field of television photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٦	٢	The student applies what he has learned about the fields of modern techniques in television photography.	Practical applications in the fields of modern technologies in television photography	practical	Students' photo productions
٢٧	٢	The student learns about advertising image techniques.	Advertising image techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture

٢٨	٢	The student learns about digital photography using a mobile phone.	Mobile photojournalism	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٩	٢	The student applies what he has learned about digital photography with a mobile phone.	Mobile applications	practical	Students' photo productions
٣٠	٢	-	Second semester exam	-	-

Course Description Form Digital photojournalism

1. Course Name:
Digital photojournalism

2. Course Code:

3. Semester / Year:
annual

4. Description Preparation Date:
2025-2026

5. Available Attendance Forms:
In-person - Weekly

6. Number of Credit Hours (Total) / Number of Units (Total)
60 hours / 30 months

7. Course administrator's name (mention all, if more than one name)

Name: Email:	
Mr. Mustafa Yassin Taha	
and Mr. Saad	.....
Ahmed	.....

8. Course Objectives

Course Objectives	1. To introduce the fundamentals of photojournalism in general.
	2. To introduce the fundamentals of digital photography in particular.
	3. To introduce the most important technologies related to digital photojournalism.
	4. To equip students with the skill of selecting appropriate images for

		publication in news agencies.

9. Teaching and Learning Strategies

Strategy	1. Discussion and dialogue. 2. Practical training.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٢	Understanding the importance of photography and identifying the qualities of a successful photojournalist	The importance of photography and the characteristics of a successful photographer	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٢	٢	Defining the concept of photography in general and photojournalism in particular	Photography concept	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٣	٢	The student will be able to understand the mechanisms of photography.	Imaging mechanisms	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٤	٢	Identify the basic camera components	The camera and its components	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٥	٢	Know how to use the camera	Practical applications for using the camera	practical	Students' photo productions
٦	٢	Knowing the conditions that must be met in the model image	Conditions that must be met in the model image	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٧	٢	Ability to identify typical TV picture images	Practical applications to achieve a typical image	practical	Student interaction during the lecture
٨	٢	Understanding the precise concept of digital photojournalism	Digital photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٩	٢	Knowledge of digital photography techniques	Digital photography techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٠	٢	Practical applications in the field of digital photography	Practical applications in the field of digital photography	practical	Students' photo productions
١١	٢	The importance of lighting in the photography process	The importance of lighting in the photography process	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٢	٢	Practical applications to	Practical applications to	practical	Students' photo

		understand the importance of lighting in the photography process	understand the importance of lighting in the photography process		productions
١٣	٢	The student will be able to identify common lenses used in digital photography.	Lenses in photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٤	٢	The student will be able to use lenses in their correct context.	Practical applications of the importance of lenses in photography	practical	Students' photo productions
١٥	٢	-	First semester exam	-	-
١٦	٢	The student will be able to identify the elements of a press photograph.	Elements of a press photo	theoretical	Student interaction during the lecture
١٧	٢	The student will be able to understand how images are used in journalistic arts.	The use of images in journalistic arts	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٨	٢	The student applies what he has learned about the use of images in journalistic arts in a practical way.	Practical applications of employing images in television arts	practical	Students' photo productions
١٩	٢	The student will be able to identify a television camera and distinguish it from a still camera.	digital camera	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٠	٢	The student learns digital photography techniques	Digital photography techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢١	٢	The student applies what he has learned about digital photography in a practical way.	Practical applications in digital photography	practical	Students' photo productions
٢٢	٢	The student learns about photography in the field of electronic media.	Photography in the field of electronic media	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٣	٢	The student learns about photography techniques in the field of electronic media.	Imaging techniques in the field of electronic media	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٤	٢	The student applies what he has learned about the process of photography in the field of electronic media.	Practical applications of photography in the field of electronic media	practical	Students' photo productions
٢٥	٢	He learns about the importance of modern technologies in the field of digital photography.	The importance of modern technologies in the field of digital photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٦	٢	The student applies what he has learned about modern technologies in digital photojournalism.	Practical applications in the field of modern technologies in digital photojournalism	practical	Students' photo productions
٢٧	٢	The student learns about advertising image techniques.	Advertising image techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture

۲۸	۲	The student learns about digital photography using a mobile phone.	Mobile photojournalism	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
۲۹	۲	The student applies what he has learned about digital photography with a mobile phone.	Mobile applications	practical	Students' photo productions
۳۰	۲	-	Second semester exam	-	-

Course Description Form

1. Course Name:
computer
2. Course Code:
computer
3. Semester / Year:
stage 1
4. Description Preparation Date:
1/9/2025
5. Available Attendance Forms:
mandatory
6. Number of Credit Hours (Total) / Number of Units (Total)
6 hours / 2 units
7. Course administrator's name (mention all, if more than one name)   Name: Assistant Professor emad abdulkhudhur Jassim Email : emad.a.jassim@tu.edu.iq
....
8. Course Objectives

Course Objectives	
Course Objectives 1- Providing students with their assigned scientific sources 2- Providing students with accurate information about the vocabulary they will study 3- Students seeking the help of their teachers to extract scientific material 4- Knowing students' abilities and scientific potential 5- Motivating and encouraging students to research, analyze and conclude 6- Linking the program with other sciences related to the specialization 7- Expanding students' horizons in order to create a new generation of researchers who contribute to developing the tourism sector	• • •

9. Teaching and Learning Strategies

Strategy	1- Presentation, discussion and questioning methods 2- Motivating students' skills and abilities 3- Working as a team 4- Developing the college's research plan in line with the department's vision and mission 5- Raising the level of human cadres in the scientific department

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
32	96	Bachelor's	ancient arts and architecture	Delivering the lecture and assigning them to prepare and discuss reports 2- Conducting written and oral tests	Achievement Tests 1- Short Tests 2- Midterm Tests 3- Final Tests
1	1/11/202٠	=	Computer components	=	=
2	8/11/202٠	=	Computer basics	=	=
3	15/11/202٠	=	Hardware	=	=
4	22/11/202٠	=	Software	=	=
5	29/11/202٠	=	The Ram	=	=
5	5/12/202٠	=	Input	=	=
6	12/12/202٠	=	Outputs	=	=
7	19/12/202٠	=	Calculator parts	=	=
8	26/12/202٠	=	Bag parts	=	=
9	5/1/202٦	=	Computer components	=	=
10	12/1/202٦	=	The keyboard and its sections	=	=

11	22/1/2026	=	Types of computers	=	=
12	29/1/2026	=	Types of printers	=	=
13	7/2/2026	=	Face the desktop	=	=
14	12/2/2026	=	Icons	=	=
15	17/2/2026	=	Taskbar	=	=
16	21/2/2026	=	Create a folder and file	=	=
17	27/2/2026	=	Copy the folder	=	=
18	2/3/2026	=	Cut the folder	=	=
19	5/3/2026	=	Types of deletion	=	=
20	10/3/2026	=	Use mouse	=	=
21	11/3/2026	=	Arrangement of icons	=	=
22	17/3/2026	=	Types of windows	=	=
23	18/3/2026	=	How to change the background	=	=
24	25/3/2026	=	Time change	=	=
25	26/3/2026	=	Change themes	=	=
26	3/4/2026	=	Arrange symbols	=	=
27	4/4/2026	=	Desktop properties	=	=
28	16/4/2026	=	Check out the popular software collection	=	=
29	28/4/2026	=	Cut the folder	=	=

| 30 | 6/5/2021 | = | Types of deletion | = | = |

11. Course Evaluation

Microsoft office word 2010

Journal of Cuneiform Studies , New Haven

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	
Main references (sources)	
Recommended books and references (scientific journals, reports...)	
Electronic References, Websites	

1_ Frankfort.H, the art and architecture of anciemt ori-ent, britain,1958.

2_ Delougaz.P and lioyd,S. : pre- sargoind temples in the diyala region, chicago.

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Course Description Form

1. Course name :
montage

2. Course code :

3. Semester/Year: Annual
annual

4. Date this description was prepared
١-١٠-٢٠٢٥

5. Available attendance forms :
Theoretical + Practical

6. Number of study hours (total) / Number of units (total:(
٦٢

7. Name of the course administrator (if more than one name is mentioned(
Dr. Daham essam raad Assistant Lecturer Badih Jassim Ahmed

8. Course objectives

A- Cognitive objectives.	.١ Defining the basics of editing in general
A1- The student learns the stages of monta according to the curriculum.	.٢ Defining the basics of a particularly successful editor.
A2- Gaining the greatest amount of knowledge about the subject	.٣ Defining the most important conditions that must be met by the editor.
A3- Identifying the means of montage.	.٤ Providing students with the skill of professional montage.
A4- To understand the most important foundations and rules for choosing effects. Montage	.٥ Definition Types of montage.
-٥Knowing the methods of professional montage	.٦Definition of how to do professional montag
-٦Building a sense of creativity among students in montage work.	
B - Program specific skill objectives:	
B1--Empowering the student mentally through training, practice and learning.	
B2 - Training the student on montage	

B3 – Training on shots and special effects f[...]

montage

C- Emotional and value-based goals:

A1- Encouraging students to work together

by forming groups to work on a montage.

A2- Encouraging students to read

Professional montage in channels

A3- Connecting students with success stor[...]

in the community

9.	Teaching and learning strategies

| A . Scientific discussion, dialogue, and the use[...] modern technologies for comprehension and bene[...] from websites, electronic and paper books.

B . Developing the creative side of students an[...] urging them to keep pace with the technical development of the subject.
Encourage students to participate in modern editin[...] programs. | -۱Discussion and dialogue.
-۲Practical training.
-۳Scientific trips.
-٤Create work groups to produce creati[...] material using montage. |

10. Course Structure

Week	H	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	۲	Learn the concept and definitions of image and sound editing in both radio and television.	The concept of radio and television editing and its definition	Theoretical + Practical	Echo, student responses and practical outcomes
2	۲	Learn about the functions of photo and audio editing as well as the ethics of photo and audio editing in both radio and television.	Radio and television editing jobs and ethics	Theoretical + Practical	Echo, student responses and practical outcomes

3	٢	Learn about the specifications that a video or audio content editor should have	Specifications of the editor of image and sound in radio and television	Theoretical + Practical	Echo, student responses and practical outcomes
4	٢	Identifying the importance of artistic vision and imagination for the editor of visual and audio content, and the mechanisms for enhancing the aesthetic taste of the image and sound, in addition to identifying the sources of increasing the sense of aesthetics and visual technique for the editor.	Artistic vision in radio and television editing: art and creativity	Theoretical + Practical	Echo, student responses and practical outcomes
5	٢	Learn about the beginnings of montage and the theories of Griffith . Hitchcock – Pudovkin – Erenstein as well as modern theories of montage.	montage theories	Theoretical + Practical	Echo, student responses and practical outcomes
6	٢	Learn about linear television editing and old methods of editing images and videos for television, as well as the characteristics and disadvantages of non-linear editing.	Video Editing Types of TV Editing: Linear montage	Theoretical + Practical	Echo, student responses and practical outcomes

7	٢	non-linear television editing that relies on modern technology and uses computers to edit images and videos for television, about the positive and negative characteristics of linear editing.	of television editing: Nonlinear montage	Theoretical + Practical	Echo, student responses and practical outcomes
8	٢	Learn about camera types and the importance of matching image sources and shooting mode 9/16 or 9/14	Camera and types of images in television editing	Theoretical + Practical	Echo, student responses and practical outcomes
9	٢	Learn about the most important television editing programs, their features, and the differences between the most prominent ones.	The most important television editing programs and their features	Theoretical + Practical	Echo, student responses and practical outcomes
10	٢	about Adobe Premiere TV editing programs	TV editing with Adobe Premiere	Theoretical + Practical	Echo, student responses and practical outcomes
11	٢	Learn about the features of Adobe Premiere, a theoretical lecture with practical applications	Features of TV editing with Adobe Premiere	Theoretical + Practical	Echo, student responses and practical outcomes
12	٢	Learn how to open a new project to edit in Premiere, as well as save the project. A theoretical lecture with practical applications.	Open Premiere Project)	Theoretical + Practical	Echo, student responses and practical outcomes

13	٢	Learn about the types of shots ،movements, how to move and compose the scene. A theoretical lecture with practical applications.	Transition between shots	Theoretical + Practical	Echo, student responses and practical outcomes
١٤	٢	Learn about the types of sounds and how to use and integrate them in the editing process, as well as learn about the types of sound effects and their use in television editing. A theoretical lecture with practical applications.	Sound… its types and use in montage	Theoretical + Practical	Echo, student responses and practical outcomes
15	٢	Learn the process of performing audio−visual imaging with multiple cameras. A theoretical lecture with practical applications.	Work of the dress Audio mixing and volume level	Theoretical + Practical	Echo, student responses and practical outcomes
16	٢	Practical applications	Practical applications on audio editing and how to match the image	Theoretical + Practical	Echo, student responses and practical outcomes
17	٢	Learn about the types of visual effects and how to use them in television editing, in addition to using filters. A theoretical lecture with practical applications.	Visual effects and using video filters	Theoretical + Practical	Echo, student responses and practical outcomes
18	٢	Learn about slow motion and its use in editing. A theoretical lecture with practical applications.	Slow Motion and Fast Motion Usage Objectives and Applications	Theoretical + Practical	Echo, student responses and practical outcomes

19	٢	Learn about the background) Chroma key and how to color isolate the background chroma key and benefit from it in editing still and moving images. The background is a theoretical lecture with practical applications.	Chroma key (background editing	Theoretical + Practical	Echo, student responses and practical outcomes
20	٢	Learn how to color correct video images. A theoretical lecture with practical applications.	correction in montage	Theoretical + Practical	Echo, student responses and practical outcomes
21	٢	Learn how to create texts ،captions, titles , coloring, and changing text sizes. A theoretical lecture with practical applications.	Using titles, text and creating a table	Theoretical + Practical	Echo, student responses and practical outcomes
22	٢	Learn about the programs that support television editing, such as Adobe Photoshop - 3D Max - After Effects ، and the features of each program.	Programs supporting television editing	Theoretical + Practical	Echo, student responses and practical outcomes
23	٢	Learn about the importance of the work script and how the editor deals with different types of texts and scenarios.	Script work and montage	Theoretical + Practical	Echo, student responses and practical outcomes
24	٢	Identify and produce the final vision for the work.	Final output of the work	Theoretical + Practical	Echo, student responses and practical outcomes

25	٢	Learn how the) Capture (works after the montage process is completed, as well as learn about the types of preservation dyes and the type and quality of the (TV picture quality (image.	Capture)operation (and types of saving formats and type and quality of the image (TV picture quality (	Theoretical + Practical	Echo, student responses and practical outcomes
26	٢	Learn about editing with smartphone programs, its features and its importance in modern journalism	Editing with smartphone programs	Theoretical + Practical	Echo, student responses and practical outcomes
27	٢	Learn photo editing via smartphone and practical applications by all students with their phones	Image and audio editing process with smartphone programs	Theoretical + Practical	Echo, student responses and practical outcomes
28	٢	Learn how to produce a short film by filming and editing it with a smartphone, and a practical application by all students using their phones.	How to make mobile movies	Theoretical + Practical	Echo, student responses and practical outcomes
29	٢	Learn about radio editing programs and the importance of imagination and conveying the image through sound	Editing in radio	Theoretical + Practical	Echo, student responses and practical outcomes
30	٢	Learn about the most commonly used audio editing programs, as well as learn about the technology of audio editing via computer) Adobe Audition) using the Adobe Audition program ‹practical applications, and perform some exercises and listen to them.	The most important audio editing programs and audio editing technology via computer Adobe Audition program ، features and applications	Theoretical + Practical	Echo, student responses and practical outcomes

31	2	Learn about the processes of recording, composing and sequencing, as well as the use and application of music and sound effects, and the mixing process. Practical applications ، performing some exercises and listening to them.	Sound recording, composition ، arrangement, sequencing, and use of music and sound effects.	Theoretical + Practical	Echo, student responses and practical outcomes

Course Description Form

1. Course Name:
Digital photography

2. Course Code:

3. Semester / Year:
annual

4. Description Preparation Date:
٢٠٢٦-٢٠٢٥

5. Available Attendance Forms:
In-person - Weekly

6. Number of Credit Hours (Total) / Number of Units (Total)
(60) hours / 30 units

7. Course administrator's name (mention all, if more than one name)
Name: Email:
Mustafa.yaseen@tu.edu.iq

8. Course Objectives

Course Objectives	
	1. Introduction to the basics of photography in general.
	2. Introducing the basics of radio and television photography in particular.
	3. Introducing the most important techniques associated with radio and television photography.
	4. Providing students with the skill of selecting the appropriate image for publication in news agencies.

9. Teaching and Learning Strategies

Strategy	1. Discussion and dialogue. 2. Practical training.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٢	Knowing the importance of photography and identifying the qualities of a successful television photographer	The importance of photography and the characteristics of a successful photographer	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٢	٢	Defining the concept of photography in general and television photography in particular	Photography concept	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٣	٢	The student will be able to understand the mechanisms of photography.	Imaging mechanisms	My theory on using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
٤	٢	Identify the basic camera components	The camera and its components	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٥	٢	Know how to use the camera	Practical applications for using the camera	practical	Students' photo productions
٦	٢	Knowing the conditions that must be met in the model image	Conditions that must be met in the model image	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٧	٢	Ability to identify typical TV picture images	Practical applications to achieve a typical image	practical	Student interaction during the lecture
٨	٢	Know the exact concept of digital television imaging	Digital photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٩	٢	Knowledge of digital photography techniques	Digital photography techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٠	٢	Practical applications in the field of digital photography	Practical applications in the field of digital photography	practical	Students' photo productions
١١	٢	The importance of lighting in the photography process	The importance of lighting in the photography process	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٢	٢	Practical applications to understand the importance of lighting in the photography process	Practical applications to understand the importance of lighting in the photography process	practical	Students' photo productions
١٣	٢	The student will be able to identify common lenses in television photography.	Lenses in photography	My theory on using PowerPoint to support the lecture	Student interaction during the lecture

					with pictures
١٤	٢	The student will be able to use lenses in their correct context.	Practical applications of the importance of lenses in photography	practical	Students' photo productions
١٥	٢	-	First semester exam	-	-
١٦	٢	The student will be able to identify the elements of a television image.	Television picture elements	theoretical	Student interaction during the lecture
١٧	٢	The student will be able to understand the use of images in television arts.	My theory on using PowerPoint to support the lecture with pictures	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
١٨	٢	The student applies what he has learned about the use of images in television arts in a practical way.	Practical applications of employing images in television arts	practical	Students' photo productions
١٩	٢	The student will be able to identify a television camera and distinguish it from a still camera.	TV camera	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٠	٢	The student learns television filming techniques.	Television imaging techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢١	٢	The student applies what he has learned about television photography in a practical way.	Practical applications in television photography	practical	Students' photo productions
٢٢	٢	The student learns about photography in the field of electronic media.	Photography in the field of electronic media	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٣	٢	The student learns about photography techniques in the field of electronic media.	Imaging techniques in the field of electronic media	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٤	٢	The student applies what he has learned about the process of photography in the field of electronic media.	Practical applications of photography in the field of electronic media	practical	Students' photo productions
٢٥	٢	Learn about the importance of contemporary techniques in the field of television photography.	The importance of contemporary technologies in the field of television photography	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٦	٢	The student applies what he has learned about the fields of modern techniques in television photography.	Practical applications in the fields of modern technologies in television photography	practical	Students' photo productions
٢٧	٢	The student learns about advertising image techniques.	Advertising image techniques	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٨	٢	The student learns about digital photography using a mobile phone.	Mobile photojournalism	My theory on using PowerPoint to support the lecture with pictures	Student interaction during the lecture
٢٩	٢	The student applies what he has learned about digital	Mobile applications	practical	Students' photo productions

		photography with a mobile phone.			
۳۰	۲	-	Second semester exam	-	-

Course Description Form - Communication theories

1. Course Name:	
	Public Relations
2. Course Code:	
	PR20
3. Semester / Year:	
	Annual
4. Description Preparation Date:	
	1/9/2025
5. Available Attendance Forms:	
	In - person
6. Number of Credit Hours (Total) / Number of Units (Total):	
	45
7. Course administrator's name (mention all, if more than one name)	

Assist. Lecturer **Haseeb Khalaf Muhemed**
Assist. Lecturer **Hasan Abdullah Salim**

Email:
haseib.kh@tu.edu.iq

8. Course Objectives

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The objective of this course is to provide students with a comprehensive historical background about the emergence and development of public relations in Iraq, the Arab world, and internationally. It also explains the stages through which public relations has developed up to the present day and how public relations interacts with the organization's audiences in order to serve institutional goals, as well as introducing the fundamental principles of public relations.

9. Teaching and Learning Strategies

1. Assigning the student to prepare worksheets, reports, and advance preparation for the upcoming lecture in order to ensure his participation and scientific interaction with the class contributions.
2. Preparing some lectures that require a specific focus on the (Power Point) file, presenting them to the students in the (Data Show) manner, and attaching them to pictures, data, and illustrative pens related to the scientific subject.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Concept and definition of public relations	Understanding the concept of public relations)	Explanation and examples	Exam + discussion
2	2	Emergence and development of public relations	the emergence and development of public relations	Explanation and examples	Exam + discussion
3	2	Public relations in Arab and Islamic heritage	Understanding PR in Arab heritage	Explanation and examples	Exam + discussion
4	2	Modern public relations	Understanding modern public relations	Explanation and examples	Exam + discussion
5	2	Importance of public relations	Understanding the importance of PR	Explanation and examples	Exam + discussion
6	2	Ivy Lee's contributions to public relations	Identifying PR pioneers	Explanation and examples	Exam + discussion
7	2	Public relations and related sciences (Management – Media)	Recognizing related sciences	Explanation and examples	Exam + discussion
8	2		Monthly exam		
9	2	Objectives of public relations	Identifying PR objectives	Explanation and examples	Exam + discussion
10	2	Difference between PR, propaganda and advertising	Distinguishing PR from other fields	Explanation and examples	Exam + discussion
11	2	Research and information gathering	Understanding research role	Explanation and examples	Exam + discussion
12	2	Public relations strategy	Understanding PR strategies	Explanation and examples	Exam + discussion
13	2	Communication – Leadership – Coordination – Evaluation	Understanding PR work stages	Explanation and examples	Exam + discussion
14	2	Public relations campaigns	Understanding PR campaigns	Explanation and examples	Exam + discussion
15	2		Monthly exam		
16	2	Planning and preparing PR campaigns	Understanding PR planning	Explanation and examples	Exam + discussion
17	2	Professionalism in public relations	Understanding professionalism	Explanation and examples	Exam + discussion
18	2	Ethics in public relations	Understanding ethics	Explanation and examples	Exam + discussion
19	2	Public relations manager	Recognizing PR manager role	Explanation and examples	Exam + discussion
20	2	Characteristics of a PR manager	Understanding manager characteristics	Explanation and examples	Exam + discussion

21	2	Public relations and public opinion	Understanding PR and public opinion	Explanation and examples	Exam + discussion
22	2	Characteristics of public opinion	Understanding characteristics of public opinion	Explanation and examples	Exam + discussion
23	2		Monthly exam		
24	2	Public relations audiences	Understanding PR audiences	Explanation and examples	Exam + discussion
25	2	Communication tools in public relations	Understanding communication tools	Explanation and examples	Exam + discussion
26	2	Direct communication methods	Understanding direct methods	Explanation and examples	Exam + discussion
27	2	Printed and written media	Understanding printed media	Explanation and examples	Exam + discussion
28	2	Audio and visual media	Reinforcement theory	Explanation and examples	Exam + discussion
29	2	Internet in public relations	Understanding internet role	Explanation and examples	Exam + discussion
30	2		Monthly exam		

Learning and teaching resources	
Introduction to Public Relations and Communication Dr. Abdul Karim Sarhan / Aida Fakhr Al-Din	Required textbooks (methodology)
Family Relations in the Context of Social Media Addiction Abdul Ghani Ahmed Ali	Main references (sources)
Specialized scientific research in public relations	Recommended supporting books and references (scientific journals, reports....)
Various online websites available for academic use.	Electronic references, Internet sites

Course Description Form

1. Course Name:
The Art of Reporting

2. Course Code:
In-person and Electronic

3. Semester / Year:
First and Second Semesters

4. Description Preparation Date:
Media Department

5. Available Attendance Forms:

6. Number of Credit Hours (Total) / Number of Units (Total)
Annual theoretical hours and 30 practical hours

7. Course administrator's name (mention all, if more than one name)

Name: Email:	
Original: Teacher Waqas Saadi Mahdi Waqas.sadi@t u.edu.iq Alternate: Teaching assistant Alaa	....

8. Course Objectives	
Course Objectives	- To enable students to write grammatically and technically correct news articles that meet the needs of the public. - To define news and its news value. - To introduce the types of news: simple, complex, direct, indirect, local, and international. - To equip students with the necessary skills in journalistic

				writing.

9. Teaching and Learning Strategies

Strategy	1- To enable students to acquire and better understand theoretical material. 2- To prepare students to be future media professionals capable of editing news professionally. 3- To produce students capable of discussing all topics related to news writing. 1. The student's ability to gather and verify information. 2. News editing skills (practical application). 3. Crafting engaging and expressive headlines. 4. Assessment methods: Includes theoretical tests and practical applications (news editing). 1. To teach professional journalistic writing. 2. To teach skills in analyzing, evaluating, and interpreting media messages through media-conscious thinking. 3. To instill professionalism, values, and ethics in dealing with news. 4. To motivate students to learn how to utilize media in news reporting.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Theoretical knowledge and practical applications	The concept of news in light of social responsibility theory	Explanation and discussion	Participation grades
2	2		The Liberal and Socialist Concepts of News	Explanation and discussion	Participation grades
3	2	Theoretical knowledge and practical applications	The Arab Concept of News	Explanation and discussion	Participation grades
4	2		The Concept of News in Developing Countries	Explanation and discussion	Participation grades
5	2	Theoretical knowledge and practical applications	Elements and Characteristics of News	Explanation and discussion	Participation grades
6	2	Theoretical knowledge and practical applications	Types of News	Explanation and discussion	Participation grades
7	2	Theoretical knowledge and practical applications	Introducing News Sources	Explanation and discussion	Participation grades
8	2	Theoretical knowledge and practical applications	Journalistic Coverage of News	Explanation and discussion	Participation grades
9	2	Theoretical knowledge and practical applications	Completing the News Story	Explanation and discussion	Participation grades
10	2	Theoretical knowledge and practical applications	Artistic Forms of the News Story	Explanation and discussion	Participation grades
11	2	Theoretical knowledge and practical applications	The Liberal and Socialist Concepts of News	Explanation and discussion	Participation grades
12	2	Theoretical knowledge and	Artistic Forms of News	Explanation and	Participation

			practical applications		discussion	grades
13	2	Theoretical knowledge and practical applications	General Discussion of Topics Covered in	Explanation and discussion	Participation grades
14	2	Theoretical knowledge and practical applications	Chapter 1 Midterm Exam	Explanation and discussion	Participation grades
15	2	Theoretical knowledge and practical applications	The concept of news in light of social responsibility theory	Multiple choice and essay questions	Applying scientific testing standards
16	2	Theoretical knowledge and practical applications	News Reports	Explanation and discussion	Participation grades
17	2	Theoretical knowledge and practical applications	The Concept of News in Light of Social Responsibility Theory	Explanation and discussion	Participation grades
18	2	Theoretical knowledge and practical applications	The Liberal and Socialist Concepts of News	Explanation and discussion	Participation grades
19	2	Theoretical knowledge and practical applications	News Completion	Explanation and discussion	Participation grades
20	2	Theoretical knowledge and practical applications	News Introduction	Explanation and discussion	Participation grades
21	2	Theoretical knowledge and practical applications	Types of News Introductions	Explanation and discussion	Participation grades
22	2	Theoretical knowledge and practical applications	News Headlines	Explanation and discussion	Participation grades
23	2	Theoretical knowledge and practical applications	News Headlines	Explanation and discussion	Participation grades
24	2	Theoretical knowledge and practical applications	The Difference Between Concept and Terminology	Explanation and discussion	Participation grades
25	2	Theoretical knowledge and practical applications	Challenges of New Media	Explanation and discussion	Participation grades
26	2	Theoretical knowledge and practical applications	The Linguistic Difference Between "News" and "Tell-Talk"	Explanation and discussion	Participation grades
27	2	Theoretical knowledge and practical applications	News in Terminology	Explanation and discussion	Participation grades
28	2	Theoretical knowledge and practical applications	News Reports	Explanation and discussion	Participation grades
29	2	Theoretical knowledge and practical applications	General Discussion of Topics Covered in	Explanation and discussion	Participation grades
30	2	Measuring knowledge	Chapter 1 Midterm Exam	Multiple choice and essay questions	Applying scientific testing standards

Course Description Form

1. Course Name:
The Art of Reporting

2. Course Code:
In-person and Electronic

3. Semester / Year:
First and Second Semesters

4. Description Preparation Date:
Media Department

5. Available Attendance Forms:

6. Number of Credit Hours (Total) / Number of Units (Total)
Annual theoretical hours and 30 practical hours

7. Course administrator's name (mention all, if more than one name)

Name: Email:	
Original:	
Teacher	
Waqas Saadi	
Mahdi	
Waqas.sadi@t	.....
u.edu.iq	.....
Alternate:	.....
Teaching	
assistant Alaa	

8. Course Objectives

Course Objectives	- To enable students to write grammatically and technically correct news articles that meet the needs of the public. - To define news and its news value. - To introduce the types of news: simple, complex, direct, indirect, local, and international. - To equip students with the necessary skills in journalistic

			writing.

9. Teaching and Learning Strategies

Strategy	1- To enable students to acquire and better understand theoretical material. 2- To prepare students to be future media professionals capable of editing news professionally. 3- To produce students capable of discussing all topics related to news writing. 1. The student's ability to gather and verify information. 2. News editing skills (practical application). 3. Crafting engaging and expressive headlines. 4. Assessment methods: Includes theoretical tests and practical applications (news editing). 1. To teach professional journalistic writing. 2. To teach skills in analyzing, evaluating, and interpreting media messages through media-conscious thinking. 3. To instill professionalism, values, and ethics in dealing with news. 4. To motivate students to learn how to utilize media in news reporting.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
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2	2		The Liberal and Socialist Concepts of News	Explanation and discussion	Participation grades
3	2	Theoretical knowledge and practical applications	The Arab Concept of News	Explanation and discussion	Participation grades
4	2		The Concept of News in Developing Countries	Explanation and discussion	Participation grades
5	2	Theoretical knowledge and practical applications	Elements and Characteristics of News	Explanation and discussion	Participation grades
6	2	Theoretical knowledge and practical applications	Types of News	Explanation and discussion	Participation grades
7	2	Theoretical knowledge and practical applications	Introducing News Sources	Explanation and discussion	Participation grades
8	2	Theoretical knowledge and practical applications	Journalistic Coverage of News	Explanation and discussion	Participation grades
9	2	Theoretical knowledge and practical applications	Completing the News Story	Explanation and discussion	Participation grades
10	2	Theoretical knowledge and practical applications	Artistic Forms of the News Story	Explanation and discussion	Participation grades
11	2	Theoretical knowledge and practical applications	The Liberal and Socialist Concepts of News	Explanation and discussion	Participation grades
12	2	Theoretical knowledge and	Artistic Forms of News	Explanation and	Participation

				discussion	grades
13	2	Theoretical knowledge and practical applications	General Discussion of Topics Covered in	Explanation and discussion	Participation grades
14	2	Theoretical knowledge and practical applications	Chapter 1 Midterm Exam	Explanation and discussion	Participation grades
15	2	Theoretical knowledge and practical applications	The concept of news in light of social responsibility theory	Multiple choice and essay questions	Applying scientific testing standards
16	2	Theoretical knowledge and practical applications	News Reports	Explanation and discussion	Participation grades
17	2	Theoretical knowledge and practical applications	The Concept of News in Light of Social Responsibility Theory	Explanation and discussion	Participation grades
18	2	Theoretical knowledge and practical applications	The Liberal and Socialist Concepts of News	Explanation and discussion	Participation grades
19	2	Theoretical knowledge and practical applications	News Completion	Explanation and discussion	Participation grades
20	2	Theoretical knowledge and practical applications	News Introduction	Explanation and discussion	Participation grades
21	2	Theoretical knowledge and practical applications	Types of News Introductions	Explanation and discussion	Participation grades
22	2	Theoretical knowledge and practical applications	News Headlines	Explanation and discussion	Participation grades
23	2	Theoretical knowledge and practical applications	News Headlines	Explanation and discussion	Participation grades
24	2	Theoretical knowledge and practical applications	The Difference Between Concept and Terminology	Explanation and discussion	Participation grades
25	2	Theoretical knowledge and practical applications	Challenges of New Media	Explanation and discussion	Participation grades
26	2	Theoretical knowledge and practical applications	The Linguistic Difference Between "News" and "Tell-Talk"	Explanation and discussion	Participation grades
27	2	Theoretical knowledge and practical applications	News in Terminology	Explanation and discussion	Participation grades
28	2	Theoretical knowledge and practical applications	News Reports	Explanation and discussion	Participation grades
29	2	Theoretical knowledge and practical applications	General Discussion of Topics Covered in	Explanation and discussion	Participation grades
30	2	Measuring knowledge	Chapter 1 Midterm Exam	Multiple choice and essay questions	Applying scientific testing standards

Course Description Form

Digital Media Education – English Version

1. Course Name:	Digital Media Education
2. Course Code:	Digital Media Education
3. Semester / Year:	Annual – 2025-2026
4. Description Preparation Date:	1/10/2025
5. Available Attendance Forms:	In-person / Direct Attendance
6. Total Study Hours / Total Units:	120 Hours
7. Course Supervisor Name(s):	Eng. Jalal Faris Ahmed Asst. Lect. Qusay Ali Mahmoud

8. Course Objectives

1. Encourage and develop scientific research in the field of digital media education in general.

2. Offer distinguished academic programs in the field of digital work in general, and the Photoshop program in particular, in compliance with international standards of academic quality to meet the needs of the media sector with highly qualified staff.

3. Prepare and qualify specialized students to meet the demands of the labor market in both the private and public media sectors, through diversified teaching and learning methods and training students to apply acquired knowledge and skills.

4. Encourage research programs and participation in scientific conferences and seminars.

5. Build a motivating environment for faculty members to develop their educational and research knowledge and skills. Build and develop partnerships with governmental, private and civil society institutions.

9. Teaching and Learning Strategies

A. Knowledge and Understanding:

A1 – Scientific discussion and dialogue, using modern technologies, benefiting from internet sites, and electronic and printed books.

A2 – Developing the creative aspect of students and encouraging them to keep pace with the technical developments related to the subject.

A3 – Encouraging students to participate in digital media education programs.

A4 – Measuring student participation in working on the fake news detection program.

A5 – Adherence to deadlines for submitting individual and group homework and training programs.

10. Course Structure

Week	Hours	Unit Name / Learning Outcomes	Topic	Teaching Method
First Semester				
Week 1	3	Digital Media Education	Concept of Media and Digital Education	Theoretical
Week 2	3	Digital Media Education	Why Media and Digital Education?	Theoretical
Week 3	3	Digital Media Education	Citizenship / Global Citizenship, Digital Citizenship	Theoretical
Week 4	3	Digital Media Education	Political and Commercial Pressures on Arab Media (Political Funding Industry)	Theoretical
Week 5	3	Digital Media Education	The Citizen Journalist	Theoretical
Week 6	3	Digital Media Education	Sectarian Discourse, Hate Speech and Incitement	Theoretical
Week 7	3	Digital Media Education	Practical Applications: How to Create a Flickr Account	Theoretical
Week 8	3	-	Framing Theory	Theoretical
Week 9	3	Digital Media Education	Practical & Scientific Applications of Internet Browsing – Advanced Search	Theoretical
Week 10	3	Digital Media Education	Debate and Argumentation	Theoretical
Week 11	3	Digital Media Education	Stereotyping (Gender, Cultural Attitudes and Sexual Ideologies)	Theoretical
Week 12	3	Digital Media Education	Marketing / Sports Marketing Models	Theoretical
Week 13	3	Digital Media Education	Practical Applications in Photo Editing – Pixlr	Theoretical
Week 14	3	Digital Media Education	Newsroom Management (The Gap Between Data and Information)	Theoretical
Week 15 (Second Semester)	**-**	**-**	**Mid-Year Exam**	**-**
Second Semester				
Week 1	3	Digital Media Education	Practical Applications – Storify	Theoretical
Week 2	3	Digital Media Education	Practical Applications – Instagram Audiogram	Theoretical
Week 3	3	Digital Media Education	Humanitarian Media: Camp Journalism (Refugee and Displacement Coverage … Full Humanitarian Coverage with Professional Follow-up)	Theoretical
Week 4	3	Digital Media Education	Children as Media Material for Political Propaganda	Theoretical
Week 5	3	Digital Media Education	Verifying Public Figures' Statements	Theoretical
Week 6	3	Digital Media Education	Practical Applications in Reflective Writing	Theoretical

Week	Hours	Unit Name / Learning Outcomes	Topic	Teaching Method
Week 7	3	Digital Media Education	Blogs and Blogging	Theoretical
Week 8	**3**	**-**	**First Exam**	**-**
Week 9	3	Digital Media Education	Practical Applications – Creating a Blog	Theoretical
Week 10	3	Digital Media Education	Ideology	Theoretical
Week 11	3	Digital Media Education	Theoretical Approaches to Media Ideology	Theoretical
Week 12	3	Digital Media Education	Practical Applications in Critical Image Analysis	Theoretical
Week 13	3	Digital Media Education	Practical Applications: Media Content Production	Theoretical
Week 14	3	Digital Media Education	Media and Critical Thinking	Theoretical
Week 15	**3**	**-**	**Second Exam**	**-**

11. Course Evaluation

– Short quizzes, homework assignments, and semester/final exams for theoretical and practical subjects.
– Small in-class projects, reports, lecture interaction, and extracurricular activities.

12. Learning and Teaching Resources

Required Textbooks (Curriculum, if available):	Media Education and Information Technology – Adopted by Macao
Main References (Sources):	Media Education Between Theory and Practice – Mohammed Abdul Hamid
Recommended Supporting Books & References (Scientific Journals, Reports…):	The Media Researcher Journal – University of Baghdad The Arab Journal of Media and Communication
Electronic References & Websites:	Websites of International Media Education Organizations Digital Media Education Training Websites

Course Description Form

1. Course Name:
Media Economics

2. Course Code:

3. Semester / Year:
StageSecondAcademic year 20252026

4. Description Preparation Date:
1/3/2026

5. Available Attendance Forms:
My presence

6. Number of Credit Hours (Total) / Number of Units (Total)
Two hours per week

7. Course administrator's name (mention all, if more than one name)
Name **Prof. Dr. Abdulrahman Mahmoud Mohammed** Email: **abd_alrahman6447@tu.edu.iq** **Name : assistant lecturer. Mustafa Mohammed Suhail** Email : Mustafa.M.suhail@tu.edu.iq
....

8. Course Objectives	
Course Objectives 1- Providing students with their assigned scientific sources 2- Providing students with accurate information about the vocabulary they will study 3- Students seeking the help of their teachers to extract scientific material 4- Knowing students' abilities and scientific potential 5- Motivating and encouraging students to research, analyze and conclude 6- Linking the program with other sciences related to the specialization 7- Expanding students' horizons in order to create a new generation of researchers who contribute to developing the tourism sector	• • •

9. Teaching and Learning Strategies

Strategy	1- Presentation, discussion and questioning methods 2- Motivating students' skills and abilities 3- Working as a team 4- Developing the college's research plan in line with the department's vision and mission 5- Raising the level of human cadres in the scientific department

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
32		Bachelor's	Introduction to Media Economics – Concept – Importance – Functions	Theoretical lectures.	Achievement Tests 1- Short Tests 2- Midterm Tests 3- Final Tests
1	an hour and a half	=	The relationship between the media and the economic system	=	=
2	an hour and a half	=	The media process from an economic perspective	=	=
3	an hour and a half	=	Economic objectives of the media	=	=
4	an hour and a half	=	The economic logic of the media	=	=
5	an hour and a half	=	Media ownership and its relationship to the economics of media organizations and media freedom	=	=
5	an hour and a half	=	Media marketing and its relationship to media economics; marketing and promotion, their tools and methods	=	=
6	an hour and a half	=	Key aspects and concept of media marketing	=	=
7	an hour and a half	=	Media markets	=	=
8	an hour and a half	=	Media financing – the concept of financing, its types from several perspectives, and its functions.	=	=
9	an hour and a half	=	Sources of media funding, financial returns and their relationship to media economics, funding of media institutions	=	=

			(newspapers, radio stations, satellite channels))		
10	an hour and a half	=	Factors affecting the media organization's revenue from distributing its products.	=	=
11	an hour and a half	=	General characteristics of media products	=	=
12	an hour and a half	=	Media product costs	=	=
13	an hour and a half	=	First semester exam	=	=
14	an hour and a half	=		=	=
15	an hour and a half	=	Index of Chapter Two	=	=
16	an hour and a half	=	the topic	=	=
17	an hour and a half	=	Digital Media Economics	=	=
18	an hour and a half	=	New Media Economics – Local, Arab, and Global Experiences.	=	=
19	an hour and a half	=	The importance of communication and information technology in the economics of media institutions	=	=
20	an hour and a half	=	New Media Funding Patterns	=	=
21	an hour and a half	=	Investments in media institutions – goals and motivations	=	=
22	an hour and a half	=	Mergers in media institutions – motives and reasons	=	=
23	an hour and a half	=	Economic theory of media	=	=
24	an hour and a half	=	Media economics jobs in the era of globalization	=	=
25	an hour and a half	=	The economic mechanisms for the continued operation of the media institutions industry	=	=
26	an hour and a half	=	New patterns of funding for media organizations	=	=

27	an hour and a half	=	Economic challenges in media institutions	=	=
28	an hour and a half	=	Characteristics of media markets	=	=
29	an hour and a half	=	Introduction to Media Economics – Concept – Importance – Functions	=	=
30	an hour and a half	=	The relationship between the media and the economic system	=	=

10.	Course evaluation

1A written exam to determine the extent to which students understand the theoretical concepts.

2. A practical exam to determine the extent to which students understand how to use a computer and the Internet.

11.	Learning and teaching resources

1. e-learning platform(Google Meet). 2. application(Microsoft Word)or(Adobe Acrobat Reader). 3. application(Microsoft PowerPoint).	Main references (sources)
nothing	Required textbooks (methodology, if applicable)
Book: Media Economics Written by: Salam Munim Zamil.	Recommended supporting books and references (scientific journals, reports…)
https://l.facebook.com/l.php?u=https%3A%2 %2Fdrive.google.com%2Ffile%2Fd%2F15sCl	Electronic references, websites

Course description template

1. Course Name :	
Radio Material Production Television and	
2. Course code :	
W.A.M. ٣٥	
3. the chapter	
Phase Two ٢٠٢٥-٢٠٢٦	
4. Date this description was prepared	
١/٩/٢٠٢٥	
5. Available forms of attendance :	
My presence	
6. Number of units / Number of study hours (total) (total):	
(4 Units) Two hours per week	
7. Name of course coordinator	
Dr. Khamis Mohammed Karhout	

8. Course objectives

4. The student designs research plans and projects, utilizing their knowledge of how to access various information sources in different institutions.	1. The student learns basics of information sources .
5. can follow up using information technology to access the sources know informational knowledge.	2. The student can obtain information from various sources.
	3. He learns about information sources and how to document and deal with them.
9. Course outcomes, teaching and learning methods, and assessment	

9. Teaching and learning strategies

D1- Linking information technology to real-world problems in society and attempting to find solutions for them through this technology.	D – General and transferable skills related to employability (other skills and personal development).
2. utilizing students' knowledge of information technology	In solving problems he encounters independently and without assistance, the student, through information available media, institutions and all

| | | | designs the correct methods for these understanding the role of institutions. |
| | | | ٢. e student can provide clear importance of the explanations of information and how to benefit from it. |

١٠. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Exam - Discussion	Practical Explanation	The concept of radio and television production	Introducing the student to the concept of radio and television production	٢	١
Exam - Discussion	Practical Explanation	Director's duties and responsibilities in television drama	Understanding the director's roles and responsibilities in television drama	٢	٢
Exam - Discussion	Practical Explanation	Key team tasks	Understanding the basic tasks of the production team	٢	٣
Exam - Discussion	Practical Explanation	Directing terms	Familiarity with basic directing terminology	٢	٤
Exam - Discussion	Practical Explanation	TV studio	Understanding the components and functions of a television studio	٢	٥
Exam - Discussion	Practical Explanation	The evolution of digital photography and its relationship to television production	Understanding the evolution of digital photography and its impact on television production	٢	٦
Exam - Discussion	Practical Explanation	Editing techniques in television production	Understanding editing techniques in television production	٢	٧
Exam - Discussion	Practical Explanation	monthly exam	Assessing the student's understanding of previous material	-	٨
Exam - Discussion	Practical Explanation	The director's role in the editing process	Understanding the director's role in the editing process	٢	٩
Exam - Discussion	Practical Explanation	Picture composition on television	Understanding the principles of image	٢	١٠

Exam - Discussion	Practical Explanation		Objective	Hours	Week
			composition in television		
Exam - Discussion	Practical Explanation	Documentary drama	Understanding the nature and production of documentary drama	٢	١١
Exam - Discussion	Practical Explanation	techniques in radio and television	Studying sound techniques in radio and television	٢	١٢
Exam - Discussion	Practical Explanation	Sound elements in television production	Identifying the sound elements used in television production	٢	١٣
Exam - Discussion	Practical Explanation	in The functions of music artwork	Understanding the functions of music in artwork	٢	١٤
Exam - Discussion	Practical Explanation	Sound effects	Studying the role of sound effects in directing	٢	١٥
Exam - Discussion	Practical Explanation	monthly exam	Assessing the student's understanding of previous material	-	١٦
Exam - Discussion	Practical Explanation	Mid-year break	-		١٧
Exam - Discussion	Practical Explanation	Steps in producing a television program	Understanding the stages of television program production	٢	١٨
Exam - Discussion	Practical Explanation	Production equipment outside the studio	Understanding production mechanisms outside the studio	٢	١٩
Exam - Discussion	Practical Explanation	Choosing to write the script and screenplay	Knowing how to write scripts and screenplays	٢	٢٠
Exam - Discussion	Practical Explanation	angles Choosing the right	Determining the appropriate angles for photography	٢	٢١
Exam - Discussion	Practical Explanation	radio Specifications for work	Understanding the characteristics of radio and television work	٢	٢٢
Exam - Discussion	Practical Explanation	Chroma keying: its uses, and ‹concept advantages	Understanding chroma key techniques and their uses	٢	٢٣
Exam - Discussion	Practical Explanation	Using chroma key technology in artwork	Applying chroma key technology in television production	٢	٢٤
Exam - Discussion	Practical Explanation	monthly exam	Assessing the student's understanding of previous material	-	٢٥

				٢	٢٦
Exam - Discussion	Practical Explanation	and Terminology in radio television broadcasting	the Understanding terminology specific radio and television to production	٢	٢٦
Exam - Discussion	Practical Explanation	Newsroom	Studying news editing mechanisms	٢	٢٧
Exam - Discussion	Practical Explanation	newscast	Understanding how to prepare and present news bulletins	٢	٢٨
Exam - Discussion	Practical Explanation	Breaking news	Understanding the concept of breaking news and how to deal with it	٢	٢٩
Exam - Discussion	Practical Explanation	monthly exam	Final course evaluation	-	٣٠

Course evaluation .١١

١. Exam (Midterm - of the first semester).
٢. Exam (End of First Semester).
٣. Exam (Midterm of the second semester).
٤. Exam (End of Second Semester).

and teaching resources .١٢

applicable textbooks (methodology, if)	Principles Directing / Raed Muhammad Abdul Rabbo, Akasha Saleh, Amman, Dar Janadriya, 2008
references (sources)	١. In snapshot Cinema To extract a snapshot embodiment perception from Text to The Screen . By Stephen Gatz . Translated by : Ahmed Nouri . Publisher : Dar The book University Second Edition ٢٠٠٥ ٢. Talk shows on radio and television , by Dr. Kamal Al-Hajj, Syrian Virtual University Publications ٢٠٢٠
Recommended supporting books and references (scientific journals, reports…)	Understanding Cinema, Louie D Janetti, translated by Jaafar Ali, Dar Al-Rasheed Publishing – use Baghdad ١٩٨١
references , websites	

Course Description Form

1. Course Name:
Journalistic Editing - The Art of Investigative Journalism and Interviews

2. Course Code:
T p. 2

3. Semester / Year:
Second Stage - Journalism - Academic Year 202٥-202٦

4. Description Preparation Date:

5. Available Attendance Forms:
Daily attendance

6. Number of Credit Hours (Total) / Number of Units (Total)
96

7. Course administrator's name (mention all, if more than one name)
Name: Email: Prof. Jamal Asker Modhe Asst. Lect. Aws Raheem

8. Course Objectives
This course aims to give students a complete understanding of the art of investigative journalism and the art of journalistic interviews, and to develop students' ability to write investigative journalism and how to conduct interviews and press interviews through theoretical and practical lessons during which students conduct hypothetical investigations and journalistic interviews with artistic, political and social figures.

9. Teaching and Learning Strategies
1. Lectures. 2. Class discussions. 3. Assign students worksheets, reports, and advance preparation for the upcoming lecture to ensure their participation and academic engagement in class. 4. Prepare some lectures that require a specific focus in a PowerPoint file and present them to students using a data show, accompanied by images, data, and explanatory notes related to the academic material.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٣	The student should understand the nature of investigative journalism.	The Concept of Investigative Journalism	Lecture and Explanation	Student interaction during the lecture

2	٣	Know the relationship between investigation and other journalistic disciplines.	The Relationship of Investigation to Journalistic Arts	Lecture and Explanation	Student interaction during the lecture
3	٣	Know the importance of investigative journalism.	The Importance of Investigative Journalism	Lecture and Explanation	Student interaction during the lecture
4	٣	Know the characteristics and types of investigative journalism.	Characteristics and Types of Investigative Journalism	Conducting Press Interviews	Student interaction during the lecture
5	٣	Know the objectives of investigative journalism.	Goals of Investigative Journalism	Lecture and Explanation	Student interaction during the lecture
-8-6	٩	Know the qualifications of an investigative journalist.	Qualifications of Investigative Journalism Writer (Monthly Exam) s	Conducting Written Press Investigations	Practical writing and monthly evaluation
9	٣	Know the functions of investigative journalism.	Duties of Investigative Journalism	Lecture and Explanation	Student interaction during the lecture
10	٣	Know the sources of investigative journalism.	Sources of Investigative Journalism	Lecture and Explanation	Student interaction during the lecture
11	٣	Learn how to write investigative journalism.	Methods of Investigative Journalism	Conducting Press Investigations	Student interaction during the lecture
12	٣	Distinguish between investigative journalism and radio and television investigative reporting	The Difference Between Investigative Journalism and Radio and Television Investigation	Lecture and Explanation	Student interaction during the lecture
13	٣	Understand the types of headlines and introductions in investigative journalism	Types of headlines in investigative journalism and types of introductions	Conducting Press Investigations	Student interaction during the lecture
14-16	9	Understand the nature of journalistic interviews	Editing a journalistic interview (hosting a journalist) (monthly exam)	Lecture and Explanation	Practical application
		Mid-year vacation			
17	3	Understand the concept of journalistic interviews	The Concept of Press Interviews	Lecture and Explanation	Student interaction during the lecture
18	3	Understand the goals and functions of journalistic investigations	Goals and Functions of Investigative Journalism	Lecture and Explanation	Student interaction during the lecture
19	3	Understand the importance of interviews in the information age	Speaking in the Information Age	Conducting Press Interviews	Student interaction during the lecture
20	3	Understand new techniques in journalistic interviews	New Techniques for Press Interviews	Lecture and Explanation	Student interaction during the lecture
21-22	9	Emphasize the importance of ethics in journalistic work	Ethics of Publishing Press Interviews (Monthly Exam)	Lecture and Explanation	Student interaction during the lecture
23	3	Learn about the types of press interviews	Types of Press Interviews	Conducting Press Interviews	Student interaction during the lecture
25-24	9	How to conduct and write interviews	Preparing and Conducting Press Interviews	Conducting Press Interviews	Practical application
26	3	How to write press interviews	Writing Press Interviews	Lecture and Explanation	Practical application
27	3	Learn how to write press interviews	Technical Forms for Press Interviews	Conducting Press Interviews	Practical application
28	3	Learn how to conduct interviews	Conducting Practical Interviews for Press Interviews	Conducting press interviews	Practical application
30-29	9	Understand the difference between a press interview and a press conference	Press Interviews and Conferences (Monthly Exam)	Lecture and explanation	Monthly evaluation
32-31	9	Learn how to write press	Practical Methods for	Conducting press	Practical

Course Evaluation .١١

1. Examination to assess students' observation, analysis, comparison, and comprehension of theoretical concepts.

2. Writing essays to assess students' comprehension and the development of their scientific skills.

3. Practical applications (reading articles) to increase the student's knowledge base.

12. Learning and teaching resources

Required textbooks (methodology if any)	Ismail Ibrahim / The Art of Journalistic Articles Theoretical Foundations and Practical Applications
Main references (sources)	1. Ibrahim Imam – Studies in Journalistic Art 2. Ejlal Khalifa – Modern Trends in Journalistic Writing 3. Abdul Aziz Sharaf – Artistic Methods in Journalistic Writing 4. Rafael Batti – Journalism in Iraq
Recommended supporting books and references (scientific journals, reports...)	1. Media Researcher Magazine – University of Baghdad – College of Media. Arab Journal of Media and Communication
Electronic references, websites	**http://communication.akbarmontada.com/s/%D8%A7%D9%84%D8%B5%D8%AD%D9%81%D9%8A** **http://www.study4uae.com/vb/showthread.php?t=68361** **http://sabirbaban.0catch.com/Newspaper%20article.htm**

Course Description Form

1- Name of Course	
"Crimes of the Ba'ath Regime / Second Year"	
2- Code of Course	
Bachelor	
3- Semester – Year	
2025-2026	
4- Date of Writing the Course Description	
23-10-2026	
5- Attendance Types	
Daily	
6- Total Study Hours / Total Units	
30 hrs	
7- Name of the Course Coordinator (if there is more than one, list them)	
Assist Lec: samar jasim Email: s.jasim@tu.edu.iq .	
8- Course Objectives	

Course Objectives	• Introducing students to the history of the defunct Ba'ath Party in Iraq. • Understanding the violations that occurred during the rule of the defunct Ba'ath Party. • Enabling students to understand the economic and political impact of the wars that took place during the Ba'ath Party's rule.

٩. Teaching and Learning Strategies

Stratigies	**Lecture method, student discussion, and posing and exchanging questions with students.**

10 – Course Structure

Week	Hrs	Required Learning Outputs	Unit Name	Learning Method	Evaluation Method
1	١	Chapter One: Violations of Rights and	A brief on the political system in Iraq	Lecture	No

			Freedoms		
2	١		Royal Regime	Lecture	Discussion
3	١		Republic Regime Period	Lectures	Discussion
4	١		Republic-Baath Period	Lecture and Discussion	Quiz
5	١	Violation of freedoms and rights by Baath	Violation of intellectual rights and public freedoms	Lecture	Discussion
6	١		Intellectual property violations	Lecture	Quiz
7	١		Violation of public freedoms	Lecture and Discussion	Discussion
8	١		Violation of the right to multi-partyism	Lecture and Discussion	Discussion
9	١			Monthly Exam	Monthly Exam
10	١	Violations of social, political and cultural rights	Violation of freedom of opinion	Lecture and Discussion	Discussion
11	١		Revocation of citizenship	Lecture and Discussion	Discussion
12	١		Other social rights	Lecture and Discussion	Discussion
13	١		Violation of cultural rights and freedoms	Workshop	Discussion
14	١	Violation of international law	First and second Gulf war	Lecture and Discussion	Discussion
15	١		International blockade on Iraq due to the invasion of Kuwait	Monthly Exam	Monthly Exam
16	١		The impact of the Baath regime's behavior on society	Lectures	Discussion

17	١		Random arrests, torture of prisoners and executions	Lectures	Quiz and Discussion
18	١		Arbitrary detention of suspects	Lecture and Discussion	Discussion
19	١		Execution of military personnel and civilians	Lectures	
20	١	Limiting the three powers to the Baath regime	Separation of Powers	Lecture and Discussion	Discussion
21	١		Governing Powers Under the Regime	Lectures and Brain Storming	Discussion
22	١	Ch. 2	Psychological Field	Lecture and Discussion	Discussion
23	١		١Social Field	Lecture and Discussion	
24	١		Religion and State	Lectures	Quiz and Discussion
25	١		Culture, Media and the Militarization of Society	Lectures	Discussion
26	١	Ch 3	The Impact of Repression and Wars on the Environment and Population	Lecture and Discussion	Discussion
27	١		Use of internationally banned weapons and environmental pollution	Lecture and Discussion	Discussion
28	١		Scorched earth policy	Lecture and Discussion	Discussion
29	١		Draining marshes and forced migration	Brain Storming	Discussion
30	١		Destruction of agricultural	Lecture and	Discussion

			and animal environment and radioactive contamination	Discussion	
31	١		Mass graves and bombing of places of worship	Lecture and Discussion	Discussion
32	١			Monthly Exam	Monthly Exam

11- Course Evaluation	
Daily exams score: ١٠, Homework and reports score: ١٥, Monthly exams score: ٢٥ **Final exam score: ٥٠**	
12- Teaching References	
Papers on (Crimes of the Baath Regime in Iraq)	Required textbooks (methodology if any)
Crimes of the defunct Baath Party Curriculum ٢٠٢٣, Ministry of Higher Education and Scientific Research	Main references (sources)
None	Recommended supporting books and references (scientific journals, reports...)
Official Arab and foreign websites that talk about the crimes of the Baath Party in Iraq	Electronic references, Internet sites

Course description template for Electronic Journalism - Second Stage

12.	Course Name:
Electronic journalism	
13.	Course code :
p٣٨ .	
14.	Chapter / Year:
annual	
15.	Date this description was prepared
٢٠٢٦–٢٠٢٥	
16.	Available attendance formats :
Weekly – In person	
17.	Number of study hours (total) / Number of units) total:(
٦٠hours	
18. Name of the course coordinator (if there is more than one, please mention it.(	
M. Abdullah Jassim Mohammed	
M.M. Jassim Mohammed Khalaf	
19.	Course objectives

1– Encouraging and developing scientific research in the field of journalism in general.

–٢Providing distinguished academic programs in the field of journalism in general and electronic journalis

in particular, in accordance with international quality standards.

The academy aims to meet the needs of the media sector with highly qualified personnel.

–٣ Preparing and qualifying specialized students to meet the work requirements in the private and public

sectors in the field of media through diversification of methods

Learning, teaching, and training students to apply acquired knowledge and skills.

–٤Encouraging research programs and participation in scientific conferences and seminars.

–٥Creating a stimulating environment for faculty members to develop their teaching and research

knowledge and skills – Building and developing partnerships with sectors

Governmental ،private, and society with all its various institutions.

20.	Teaching and learning strategies

–١**Cognitive objectives**

A1– **The student learns about old and modern mass communication methods, how to communica**

and what the most important means are for that.

A2– It traces the development of mass communication methods with an introduction to integrating the student's theoretical and practical experience in media production.

– ٢The specific skill objectives of the course.

B1– Compare the different stages of the development of mass communication.

B2– Planning to conduct research related to the development of communication methods and link it to one of the theories.

–٣Teaching and learning methods

*Lectures.

*Discussions within the lecture.

*Theoretical and practical tests.

Interactive participation methods

PowerPoint presentation

- ٢Affective and value-based objectives
A1-Attention: To attract the attention of the students by implementing one of the applied programs on the display screen in the hall.
Q2 - Response: Monitoring the student's interaction with the material displayed on the screen.
Q3 - Attention: Follow up on the interest of the student who interacted more with the presented material, by increasing this interaction by requesting other programs and applications to present it.
C4- Developing an attitude: This means that the student is sympathetic to the presentation and may have an opinion regarding the topic.
The offer is presented and defended.
Q5 - Forming value-based behavior: meaning that the student reaches the top of the emotional ladder so that he has a stable level in the lesson and does not become lazy or bored with the methods of teaching and learning.

21. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Theory tests	A theoretical lecture presented on PowerPoint	Electronic publishing: concept and features	Understanding electronic publishing and its features	2	
Theory tests	A theoretical lecture presented on PowerPoint	Forms of electronic publishing	Understanding the forms of electronic publishing	2	
Theory tests	A theoretical lecture presented on PowerPoint	The impact of electronic publishing in the Arab press	Understanding the effects of electronic publishing	2	
Theory tests	A theoretical lecture presented on PowerPoint	The electronic transformation of journalism	Understanding the stages of digital transformation	2	

Theory tests	A theoretical lecture presented on PowerPoint	The concept and definition of electronic journalism	Understanding the concept of electronic journalism and its most important definitions	2	
Theory tests	A theoretical lecture presented on PowerPoint	The emergence and development of electronic journalism	Understanding the origins and development of electronic journalism	2	
Theory tests	A theoretical lecture presented on PowerPoint	Types of electronic journalism	Identifying the types of electronic newspapers	2	
Theory tests	A theoretical lecture presented on PowerPoint	Characteristics and features of electronic journalism	Knowing its characteristics and features	2	
Theory tests	A theoretical lecture presented on PowerPoint	Disadvantages of online journalism	Identifying its disadvantages	2	
Theory tests	A theoretical lecture presented on PowerPoint	Determinants of the success and challenges of online journalism	Knowing its determinants	2	
Theory tests	A theoretical lecture presented on PowerPoint	The challenges it faces	Identifying its main challenges	2	
Theory tests	A theoretical lecture presented on PowerPoint	Determinants of the relationship between print and digital journalism	Identifying the defining characteristics of authenticity between print and digital media	2	
Theory tests	A theoretical lecture presented on PowerPoint	News networks	Getting to know news networks	2	
Theory tests	A theoretical lecture presented on PowerPoint	Professional standards for online journalism	Knowing its professional standards	2	
Theory tests	A theoretical lecture presented on PowerPoint	First semester exam	Exam preparation	2	
Theory tests	A theoretical lecture presented on PowerPoint	Features of designing an electronic newspaper	Identifying its features	2	
Theory tests	A theoretical lecture presented on PowerPoint	Website building requirements	Understanding the requirements for building websites	2	
Theory tests	A theoretical lecture	Evolution and types of websites	Understanding its types and stages of	2	

			development		
	presented on PowerPoint				
Theory tests	A theoretical lecture presented on PowerPoint	Electronic journalism in the Arab world	Getting to know Arab online journalism	2	
Theory tests	A theoretical lecture presented on PowerPoint	Electronic journalism in Iraq	Iraqi electronic journalism	2	
Theory tests	A theoretical lecture presented on PowerPoint	Virtual communities (Metaverse , virtual reality and augmented reality + the use of cross- media technology(	Getting to know virtual communities	2	
Theory tests	A theoretical lecture presented on PowerPoint	social media sites	Understanding social media platforms	2	
Theory tests	A theoretical lecture presented on PowerPoint	A lab for creating Facebook, Twitter , and YouTube pages and uploading their content.	Learn how to set up a social media page	2	
Theory tests	A theoretical lecture presented on PowerPoint	Planning for an online newspaper or news website project	Learn about the format of an electronic newspaper	2	
Theory tests	A theoretical lecture presented on PowerPoint	Preparing a multimedia report	Teaching students how to prepare a multimedia report	2	
Theory tests	A theoretical lecture presented on PowerPoint	Discussion of news stories written and edited by students on websites	Introducing them to how to discuss news stories	2	
Theory tests	A theoretical lecture presented on PowerPoint	Multimedia news editing	Defining how to edit online news	2	
Theory tests	A theoretical lecture presented on PowerPoint	Mobile applications	Introducing them to mobile phone applications	2	
Theory tests	A theoretical lecture presented on PowerPoint	Student analysis lab for a news website	Teaching them how to analyze a news website	2	
Theory tests	A theoretical lecture presented on PowerPoint	Second semester exam	Exam preparation	2	

22. Course evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as

daily preparation, daily exams, and oral exams.
Monthly ،editorial, and reporting documents...etc.
Evaluation is done in several ways
 -١Discussion by asking a question regarding the topic of the lecture.
 ٢-Theory tests: Daily exams.
Daily assignments
 -٤Applied projects.
 -٥Participation.
 -٦Observing student behavior
 -٧A written exam at the end of each semester.

23.	Learning and teaching resources
.١Al-Shafi'i Omar Hassanein: Electroni Journalism : Concept, Characteristics, a Implications, 2011 .٢Mahmoud Alam El-Din: Information and Communication Technology and th Future of the Press Industry. .٣Abbas Mustafa Sadiq :Concepts, Methods and Applications, (M.S(. .٤Suleiman Saleh: The Communication Revolution and Media Freedom .٥Makki Meeting: Internet Journalism i Light of the Social Responsibility of the Media, Sharjah ،Proceedings of the Internet Journalism in the Arab World Conference" Reality and Challenges ،" . ٢٠٠٦ .٦Abbas Naji Hassan: The Electronic Journalist, 2012.	Required textbooks (methodology, if applicable(

Course Description Form

1. Course Name:	
Media language	
2. Course Code:	
3. Semester / Year:	
annual	
4. Description Preparation Date:	
٢٠٢٥/١٠/١	
5. Available Attendance Forms:	
My weekly attendance	
6. Number of Credit Hours (Total) / Number of Units (Total)	
٦٠	
7. Course administrator's name (mention all, if more than one name)	
Name: Email: Dr.Suhail Saleh Eisa – ma.suhail@t u.edu.iq	....

8. Course Objectives	
Course Objectives This course aims to give the student a complete idea about the media language subject and that the primary goal of this course is for the student to learn about the concept of media language and the extent of the language's connection to the media subject and its main and effective role in creating and delivering the media material to the recipient.	• •A- Cognitive objectives A1- The student should know the extent to which the language is related to the media material. A2- That the student knows all the possibilities of language and rhetorical methods that strengthen and enrich his media material.

	A3- The student should learn correct writing methods and avoid spelling and expression errors while writing his media material.
	A4- The student should recognize the role of language in convincing recipients of his media material and the extent of its significant impact on the conviction or rejection of the idea he wants to market or the news he wants to deliver.
	-B1 - The student discusses with the professor the linguistic issues related to the media and learns more about them.
	B2 - The student practices the correct pronunciation and correct writing of the words and terms that appear in the lecture.
	B3 - Pushing the student towards critical and analytical thinking.
	B4- Urging the student to write reports and research in the field of this course.

9. Teaching and Learning Strategies

Strategy	Practical strategies:
Theoretical strategies:	1- Encouraging students to speak among themselves in a proper language and motivating them by awarding a grade for the practical activity.
1. Giving lectures	2- Conducting debates between students using eloquent language and the ideal literary and media style to encourage them to practice and learn.

(explanation and clarification). 2. Discussions within the lecture. 3. Urging students to use the library as a learning method.	3- Reading Quranic verses, poetic poems, and eloquent literary texts to accustom them to pronunciation and speaking correctly.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٢		One	**Two hours my theory**	The concept of media language
٢	٢		two	**Two hours my theory**	The role of media language in preparing reports and news

٣	٢		Three	**Two hours my theory**	Conciseness, flexibility, and the ability to express at levels Different
٤	٢		Four	**Two hours my theory**	Language ability to evolve
٥	٢		Five	**Two hours my theory**	Simile
٦	٢		Sex	**Two hours my theory**	Metaphor
٧	٢		Seven	**Two hours my theory**	Metonymy
٨	٢		Eight	**Two hours my theory**	Common errors in media language

٩	٢		Nine	**Two hours my theory**	Morphological applications
١٠	٢		Ten	**Two hours my theory**	Active participle
١١	٢		eleven	**Two hours my theory**	participle
١٢	٢		twelve	**Two hours my theory**	The art of debate
١٣	٢		Thirteen	**Two hours my theory**	The importance of Mu'allaqat in Arabic poetry
١٤	٢		fourteen	**Two hours my theory**	The function of entertainment and entertainment for the media

١٥	٢		fifteen	**Two hours** **my theory**	The Iraqi poet Jamil Sidqi Al-Zahawi
١٦	٢		Sixteen	**Two hours** **my theory**	The art of delivery
١٧	٢		Seventeen	**Two hours** **my theory**	Principles of general writing
١٨	٢		Eighteen	**Two hours** **my theory**	Punctuation and writing
١٩	٢		Nineteen	**Two hours** **my theory**	Al-Mu'tamid ibn Abbad's poem in lamentation of Andalusia
٢٠	٢		Twenty	**Two hours** **my theory**	Media misinformation and the role of language in it

٢١	٢		twenty-one	**Two hours my theory**	Rhetorical applications on media texts
٢٢	٢		twenty-two	**Two hours my theory**	Dictionaries of words in the Arabic language
٢٣	٢		twenty-three	**Two hours my theory**	The bound tā' is the simple or open tā'
٢٤	٢		twenty-four	**Two hours my theory**	Principles of general writing
٢٥	٢		twenty-five	**Two hours my theory**	Dividing the overall idea into partial ideas and organizing them
٢٦	٢		twenty-six	**Two hours my theory**	Official correspondence and methods of correspondence

٢٧	٢		twenty-seven	**Two hours my theory**	Reading texts from the Holy Quran and training on correct pronunciation
٢٨	٢		twenty-eight	**Two hours my theory**	The suspicious adjective and the exaggerated form
٢٩	٢		twenty-nine	**Two hours my theory**	The sound masculine plural and the sound feminine plural
٣٠	٢		exam	**Two hours my theory**	

١١.Course evaluation

1. Written tests.

2. Oral exams.

3. Scientific reports.

4. Practical material (debates - reading a text in classical language - preparing an ideal media

material in terms of language) 5. Student participation in discussion during lectures (theoretical and practical). 6.Final test	
١٢. Learning and teaching resources	
Required textbooks (methodology, if any)	Arabic lang departments Clear Arabi Sufficient C Lectures pro
Main references (sources)	1. Media lar applications 2. Language 3. Language Mahmoud F 4.The langu journalism/ 5. Media lar characterist

Recommended supporting books and references (scientific journals, reports....)	./ .o1. • A 2. Dictionar wanted. 3. Philology Tha'alabi. 4. Lisan al-A 5. Smart Re 6. One hunc language
Electronic references, Internet sites	/ https://g s/main- https: https://w

Course Description Form

1. Course Name:	
Digital technologies	
2. Course Code:	
3. Semester / Year: quarterly	
4. Description Preparation Date:	
5. Available Attendance Forms: Live attendance	
6. Number of Credit Hours (Total) / Number of Units (Total)	
Hours ٦٠	

7. Course administrator's name (mention all, if more than one name)

Name: Email:
yasminkhalid@tu.edu.iq
Yasmeen khalid khadaer

8. Course Objectives

Course Objectiv	Introducing the general public about the Photoshop program, its characteristics and development, and how to work on it according to a material prepared on the program. The electronic media, e-mail, Facebook, and the role of Photoshop in the press and media are also defined.

9. Teaching and Learning Strategies

Strategy	Required textbooks, methodology if any Main references (sources) Recommended supporting books and references (scientific journals, reports...) Electronic references, Internet sites

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	٢		Introduction to Photoshop	Discussion and dialogue	

2	2			Definition of the different functions of the toolbars and menus	Discussion and dialogue	
3	2			How to create a new file and choose the floors - How to create layers	Discussion and dialogue	
4	2			How to process the touches in the image - How to create frames and different geometric shapes around the image	Discussion and dialogue	
5	2			How to select a part of an image in a file and move it to a new file	E-learning and modeling	
6	2			Different ways to choose the desired color	E-learning and modeling	
7	2			How to put more than one image in a file and remove existing retouches	E-learning and modeling	
8	2			How to control the positions and sizes of images	E-learning and modeling	
9	2			Exam	Written tests	
10	2			How to merge layers	E-learning and modeling	
11	2			How to save files	E-learning and modeling	
12	2			How to change the resolution of the image	E-learning and modeling	
13	2			How to prepare the file for printing	E-learning and modeling	
14	2			Applied examples that serve the specialization	E-learning and modeling	
15	2			Exam	Written tests	
16	2			Comprehensive review		
17	2			Second chapter		
18	2			Photoshop designer	Discussion and dialogue	
19	2			The concept of media and journalism	Discussion and dialogue	
20	2			Electronic computer technology and its use in the field of media	Discussion and dialogue	

21	2			Electronic media and electronic journalism Using the Internet in the field of journalism	Discussion and dialogue	
22	2			Features of modern communication technology	E-learning and modeling	
23	2			Functions of modern communication technology	E-learning and modeling	
24	2			Exam	Written tests	
25	2			The positive impact of modern means of communication on written means of communication	Discussion and dialogue	
26	2			The compatibility and discord between traditional media and electronic media	Discussion and dialogue	
27	2			The emergence and emergence of new media	Discussion and dialogue	
28	2			The multiple names of new media	Discussion and dialogue	
٢٩	2			Modern communication technology jobs	Discussion and dialogue	
٣٠	2			Comprehensive review		

Proposed model for preparing radio and television programs

24.	Course name :
Preparing and presenting radio and television programs	
25.	Course code :
26.	Semester/Year: Annual
annual	
27.	Date this description was prepared
2025-2026	
28.	Available attendance forms :
My weekly attendance	
29.	Number of study hours (total) / Number of units (total:(
(60) hours / 30 units	
30.	Name of the course administrator (if more than one name is mentioned(
PH.D. MUSTAFA YASEEN TAHA / mustafa.yaseen@tu.edu.iq	
31.	Course objectives

Cognitive objectives	1 .Introduction to the concept of program preparat and presentation in general 2 .Introduction to the rules of program preparat and presentation in radio and television 3 .Introduction to the methods of program preparat and presentation used in radio and television 4 .Equipping students with the basic skills used radio and television 5. Practical training for students and application the rules of program preparation and presentation

32.	Teaching and learning strategies
1 .Scientific discussion of methods for dealing with television scripts and applying the rules of program preparation and presentation. 2 .Teaching students how to work with the	

camera while presenting radio and television programs.
3. Developing students' skills in working with the camera while presenting radio and television programs.
4. Providing scientific feedback on apply appropriate radio and television progr presentation skills to each script.

33. Course structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Theoretical test	theoretical	Preparing radio programs	Knowledge of radio programs	٣	
Theoretical test	theoretical	Methods of preparing radio programs	How to prepare radio programs	٣	
Theoretical test	theoretical	Radio program producer skills	Radio program producer	٣	
Theoretical test	theoretical	Standards for preparing television programs	Stages of preparing radio programs	٣	
Theoretical test	theoretical	Conditions for radio program producers	Qualities of a radio program producer	٣	
Theoretical test	theoretical	Types of radio programs	Radio program classification	٣	
Theoretical test	theoretical	Preparing television programmes	Knowledge of TV shows	٣	
Theoretical test	theoretical	Methods of preparing television programs	How to prepare television programs	٣	

Theoretical test	theoretical	Standards for preparing television programs	Stages of preparing television programs	٣	
Theoretical test	practical	TV program maker skills	Television program producer	٣	
practical control	theoretical	Radio program preparation template	A practical application of television program production	٣	
practical control	practical	TV program preparation template	A practical application of preparing a television program	٣	
practical control	theoretical	Microphone handling techniques	A practical application for handling a microphone	٣	
practical control	practical	Techniques for dealing with the camera in television program presentations	A practical application of camera handling in television program production.	٣	
Theoretical test	theoretical	First semester exam	Radio program producer	٣	
Theoretical test	theoretical	Basic defects	Know the broadcaster's flaws	٣	
	theoretical		Identifying the	٣	

Theoretical test		Qualities of a successful radio and television presenter	qualities of a successful broadcaster		
Theoretical test	theoretical	Rules for building radio and television programs	Developing radio and television programs	٣	
Theoretical test	theoretical	Standards for producing radio and television programs	A theoretical explanation and practical application of letters in speech	٣	
Theoretical test	theoretical	Requirements for writing radio and television scripts	Types of radio and television scripts	٣	
Theoretical test	theoretical	General characteristics of writing for radio and television	Writing for radio and television	٣	
Theoretical test	theoretical	Types of radio programs	Radio program classification	٣	
Theoretical	theoretical	Types of TV programs	Rating of TV programs	٣	

test					
Theoretical test	theoretical	Standards of dialogue in radio and television	Types of radio and television interviews	۳	
Theoretical test	theoretical	A practical application of a news program	News programmes	۳	
practical control	theoretical	A practical application of a talk show program	Talk show programs	۳	
practical control	theoretical	A practical application for presenting a news bulletin	Newsletter	۳	
practical control	theoretical	A practical application for live news coverage	News coverage	۳	
practical control	theoretical	A practical application for presenting a podcast program	Podcast programs	۳	

		Second semester exam		٣	

34. Course Evaluation

1 .Evaluate student participation during lectures through practical application.

2 .Evaluate student work through assignments in preparing and presenting theoretical and practical programs.

3. Written exam at the end of each semester.

35. Learning and teaching resources

1 .Muhammad Al-Jafiri: Radio and Television Programs, 1st ed. (Dar Sanai Al-Ibdaa for Production and Distribution, 2019). 2 .Jawad Ali Musalmani: Radio and Television Programs, 1st ed. (Dar Amjad for Publishing and Distribution, 2016). 3. Muhsin Jaloub and Mukhlid Hamid: Television Talk Shows, 1st ed. (Dar Amjad for Publishing and Distribution, 2022).	Required textbooks (methodology if any(
Rustam Abu Rustam: Radio and Television Preparation and Presentation, 1st Edition, (Al-Mu'taz Publishing and Distribution, 2020)	Main References (Sources(
Scientific research and books that de with the preparation and presentation radio and television programs	Recommended supporting books and references (scientific journals, reports, etc(.
Websites specializing in developing t skills of beginners in preparing a presenting radio and television program	Electronic references, websites

Course Name:
Digital Media
Course Code: A20
Semester/Year: 2025/2026
Annual
Date of Preparation of this Description
September 1, 2025
Available Attendance Formats:
In-Person
Total Credit Hours/Units: 60
45
Course Coordinator's Name (If more than one, please specify):
Dr. Mustafa Qais Zanboor Assistant Lecturer: Mohanad Thaer Dhamin mustafa.zanboor122@mohesr.gov.iq

Course Objectives

The objectives of the Digital Media course, in brief, are:

1. To understand the concept of digital media and its evolution.

2. To understand online media tools and technologies.

3. To develop skills in producing and publishing digital content.

4. To understand the impact of social media on society.

5. To learn the principles of responsible and ethical engagement with digital media.

6. To develop the ability to analyze digital media messages.

Teaching and Learning Strategies

1. Assigning students worksheets, reports, and advance preparation for the upcoming lecture to ensure their participation and academic interaction with class activities.

2. Preparing some lectures that require specific focus using PowerPoint and presenting them to students using a data projector, along with accompanying images, data, and illustrative materials related to the subject matter.

Course Structure

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

Exam + Discussion	Explanation and examples	• Traditional and Digital Media	Defining the concept of digital media.	٢	1
Exam + Discussion	Explanation and examples	• Characteristics of Digital Media	Explaining the characteristics of digital media.	٢	2
Exam + Discussion	Explanation and examples	• Social Media Platforms	Distinguishing between traditional and digital media.	٢	3
Exam + Discussion	Explanation and examples	• Digital Content Production	Understanding the evolution of digital media.	٢	4
Exam + Discussion	Explanation and examples	● • Content Writing for Digital Media	Using digital publishing tools	٢	5
Exam + Discussion	Explanation and examples	• Digital Photography in Media	Creating simple digital media content.	٢	6
Exam + Discussion	Explanation and examples	• Photo and Video Editing	Using social media platforms effectively.	٢	7
		Monthly Exam		٢	8
Exam + Discussion	Explanation and examples	• Digital Design for Media Content	Evaluating the credibility of online information.	٢	9
Exam + Discussion	Explanation and examples	• Online Publishing	Applying digital research skills.	٢	10
Exam + Discussion	Explanation and examples	• Digital Account Management	Understanding the ethics of digital media.	٢	11
Exam + Discussion	Explanation and examples	● • Social Media Marketing	Adhering to electronic publishing laws.	٢	12
Exam + Discussion	Explanation and examples	• Engaging with Audiences Online	Using images and video in digital content.	٢	13
Exam + Discussion	Explanation and examples	• Digital Journalism	Employing text in media content production.	٢	14
		Monthly Exam		٢	15
Exam + Discussion	Explanation and examples	• Blogs and Websites	Managing digital media accounts.	٢	16
Exam + Discussion	Explanation and examples	• Live Streaming on Digital Platforms	Planning digital media campaigns.	٢	17
Exam + Discussion	Explanation and examples	• Digital Media Ethics	Understanding the fundamentals of digital design.	٢	18
Exam + Discussion	Explanation and examples	• Laws and Regulations in Digital Media	Analyzing digital media messages.	٢	19

Exam + Discussion	Explanation and examples	• Information Security and Digital Privacy	Measuring audience engagement with content.	٢	20
Exam + Discussion	Explanation and examples	• The Evolution of Digital Media	Using digital analytics tools.	٢	21
Exam + Discussion	Explanation and examples	• Introduction to Digital Media	Understanding the impact of digital media on society.	٢	22
		Monthly Exam		٢	23
Exam + Discussion	Explanation and examples	• Combating fake news	Enhancing communication skills across digital platforms.	٢	24
Exam + Discussion	Explanation and examples	• Internet research skills	Developing critical thinking skills regarding digital content.	٢	25
Exam + Discussion	Explanation and examples	• Digital analytics tools	Recognizing information security in digital media.	٢	26
Exam + Discussion	Explanation and examples	• Digital media campaigns	Protecting privacy while using the internet.	٢	27
Exam + Discussion	Explanation and examples	• The social impact of digital media	Utilizing digital applications in media work.	٢	28
Exam + Discussion	Explanation and examples	• Modern applications in digital media	Working as part of a team to produce digital content.	٢	29
		Monthly Exam		٢	30

Course evaluation

Learning and teaching resources	
The prescribed textbook.	• E-learning platforms.
• Specialized academic references in digital media.	• Online educational videos.
• Academic articles and journals	. • PowerPoint presentations.
• Educational websites	. • Social media platforms for educational purposes.

Course Description Form - Communication theories

1. Course Name:	
Communication theories	
2. Course Code:	
c t 20	
3. Semester / Year:	
Annual	
4. Description Preparation Date:	
1/9/2025	
5. Available Attendance Forms:	
6. Number of Credit Hours (Total) / Number of Units (Total):	
60	
7. Course administrator's name (mention all, if more than one name)	

Name: dr. yousif hassan mahmood ; Lecturer. Tasneem khalaf Muhammed

dryosifhassan@tu.edu.iq   tasnim.kh.moh@tu.edu.iq

8. Course Objectives

Introducing students to scientific visions about the effects of the media on the public, the factors influencing the communicator, as well as the details of communication theories that address the issue of how, why, and when influences occur in the communication process.

9. Teaching and Learning Strategies

1. Assigning the student to prepare worksheets, reports, and advance preparation for the upcoming lecture in order to ensure his participation and scientific interaction with the class contributions.
2. Preparing some lectures that require a specific focus on the (Power Point) file, presenting them to the students in the (Data Show) manner, and attaching them to pictures, data, and illustrative pens related to the scientific subject.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	**Know the insights of the communicator**	**Media Gatekeeper Theory (Introduction)**	**Explanation and examples**	**Exam + discussion**
2	2	**Knowing the factors of media message production**	**Factors affecting the gatekeeper**	**Explanation and examples**	**Exam + discussion**
3	2	**Know the impact of technology on the message**	**Electronic gatekeeper**	**Explanation and examples**	**Exam + discussion**

4	2	Know the power of media influence	Unified Effects Theory	Explanation and examples	Exam + discussion
5	2	Know the role of communication in conveying the message	The transmission of information takes place in two stages	Explanation and examples	Exam + discussion
6	2	Knowing the impact of desires on choosing the message	Selective influence theories	Explanation and examples	Exam + discussion
7	2	Knowing the impact of psychological factors on choice	Selectivity and individual differences	Explanation and examples	Exam + discussion
8	2		Monthly exam		
9	2	Knowing the causes of exposure to media	Uses and gratifications theory	Explanation and examples	Exam + discussion
10	2	Knowing the effect of motives on selection	Motives for exposure to media	Explanation and examples	Exam + discussion
11	2	Know the role of media theories	The importance of selective influence theories	Explanation and examples	Exam + discussion
12	2	Knowing the extent of the media's power	Powerful of influence theories	Explanation and examples	Exam + discussion
13	2	Knowing the role of media in development	The theory of traversing traditional society	Explanation and examples	Exam + discussion
14	2	Knowing the effect of role-playing on influence	Empathy theories	Explanation and examples	Exam + discussion
15	2		Monthly exam		
16	2	Knowing the strength and weakness of the media	Moderating influence theories	Explanation and examples	Exam + discussion
17	2	Knowing the impact of the media on the recipient's agenda	Agenda setting theory	Explanation and examples	Exam + discussion
18	2	Knowing the impact of factors on the recipient's agenda	Factors affecting of Agenda setting	Explanation and examples	Exam + discussion
19	2	Knowing the role of the media in shaping the image	Cultivation theory	Explanation and examples	Exam + discussion
20	2	Find out new trends of influence	New terminology in Cultivation	Explanation and examples	Exam + discussion
21	2	Knowing how and when we depend on the media	dependency of media theory	Explanation and examples	Exam + discussion
22	2	Knowing the types of effects resulting from the media	Effects of media dependency	Explanation and examples	Exam + discussion

23	2		**Monthly exam**		
24	2	**Knowing how to construct meaning for a message**	**Media framing theory**	**Explanation and examples**	**Exam + discussion**
25	2	**Knowing the role of the media in spreading violence**	**Theories of violence in the media**	**Explanation and examples**	**Exam + discussion**
26	2	**Knowing the role of the media in reducing violence**	**Purification theory**	**Explanation and examples**	**Exam + discussion**
27	2	**Knowing the role of the media in stimulating violence**	**Arousal theory**	**Explanation and examples**	**Exam + discussion**
28	2	**Knowing the role of the media in promoting violence**	**Reinforcement theory**	**Explanation and examples**	**Exam + discussion**
29	2	**Knowing the role of the media in teaching violence**	**Model theory**	**Explanation and examples**	**Exam + discussion**
30	2		**Monthly exam**		

Learning and teaching resources	
Hassan Imad Makkawi and Laila Hussein Al-Sayyed: Communication and its Contemporary Theories, 4th edition, Egyptian Lebanese House, Egypt, 2008.	**Required textbooks (methodology)**
Muhammad Abdel Hamid: Media Theories and Trends of Influence, 3rd edition, World of Books, Cairo 2004	**Main references (sources)**
Manal Hilal Al-Mazahra: Communication Theories, Dar Al-Masirah, Amman, 2015	**Recommended supporting books and references (scientific journals, reports....)**
There are many different websites	**Electronic references, Internet sites**

Course Description Form

1.	**Course Name:**

Research Methods and Statistical Applications

2.	**Course Code:**

3.	**Semester / Year:**

2025–2026

4.	**Description Preparation Date:**

5.	**Available Attendance Forms:**

In-class lectures

6.	**Number of Credit Hours (Total) / Number of Units (Total)**

60 Hours

7.	**Course administrator's name (mention all, if more than one name)**

Reem adil & Badee Jassim

8.	**Course Objectives**

Course Objectives	Introducing students to the basic steps of writing scientific research in the media field.

9.	**Teaching and Learning Strategies**

Strategy	1. Assigning students working papers, reports, and pre-preparation for lectures to ensure active participation. 2. Preparing specific lectures using PowerPoint, presented via Data Show, including images, data, and explanatory clips.
Learning and teaching methods	- Theoretical lectures - Using electronic presentations, shared experiments, and videos - University library visits

Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

1.	2	Understand scientific conce	Basic concepts (scier knowledge, scient research, research methodolo	Theory + Pract	Exam & Discuss
2.	2	Understanding concept of scient thinking and its m ty	The concept of thinking and its types	Theory + Pract	Exam & Discuss
3.	2	Understanding conditions followed scientific think	Conditions for scient think	Theory + Pract	Exam & Discuss
4.	2	Understanding most import methods used acquiring scient knowle	Understanding the m important methods used acquiring scient knowle	Theory + Pract	Exam & Discuss
5.	2	Understanding Ty of Resea	Types of Scientific Research	Theory + Pract	Exam & Discuss
6.	2	Understand Scientific Resea Meth	Types of Scientific Research Methods: Historical, Experimental, Comparative, Statistical, Survey	Theory + Pract	Exam & Discuss
7.	2	Understanding criteria for select the appropri curricul	Criteria for verifying selection of the cor curricul	Theory + Pract	Exam & Discuss
8.	2	How to choos research to	Choosing a research to	Theory + Pract	Exam & Discuss
9.	2	How to determine title and requireme	Determining the title its requirements (variab formulation stag	Theory + Pract	Exam & Discuss
10.	٢	Knowing how define a resea problem. Defin	the research problem (its sources, conditions, and intellectual heritage).	Theory + Practical	Exam & Discuss
11.	2	Understanding importance of me resea	The importance research and defin research objecti (defining the importa of research - writing importance stateme	Theory + Pract	Exam & Discuss
12.	2	How to verify validity of resea objecti	Developing the resea plan (1) Guidelines verifying the validity research objecti	Theory + Pract	Exam & Discuss

13.	2	How to develop a suitable research pl	Developing the research plan (2)	Theory + Practical	Exam & Discuss
14.	2	Understanding review of previ stud	Reviewing previ stud	Theory + Pract	Exam & Discuss
15.	exam				
16.	2	Understanding c collection methods all typ	How to collect c (theoretical, field-base	Theory + Pract	Exam & Discuss
17.	2	Understanding how write a research theoretical framewo	How to write a theoreti framework	Theory + Pract	Exam & Discuss
18.	2	Understanding th practical applicatio of research writin	Practical applications in writing theoretical information	Theory + Practical	Exam & Discuss
19.	2	Understanding how write the theoretic framework	How to write the field framework	Theory + Pract	Exam & Discuss
20.	2	Understanding th practical applicatio of the theoretical framework	Practical applications i writing the field framework	Theory + Pract	Exam & Discus
21.	2	Understanding how to design approved procedures for collecting field data	Designing approved procedures for collecting field data	Theory + Practical	Exam & Discuss
22.	2	Understanding th research populatio and the criteria fo good research.	research population and types (definition of the research population, eria for a good research population).	Theory + Pract	Exam & Discuss
23.	2	Understanding th types of probabili samples.	Samples and their types (probability samples).	Theory + Pract	Exam & Discuss
24.	2	Understanding th types of non-probability	samples. Non-probability samples.	Theory + Pract	Exam & Discuss
25.	2	Teaching stude practical applicati of sample select	Practical applicati (verification criteri sample selecti	Theory + Pract	Exam & Discussi
26.	2	Teaching student how to write resear sources	Scientific citation (cases of writing sources and references) (using research sources	Theory + Pract	Exam & Discuss

27.	2	Their definition of how to cite scientif sources	Types of citation (quotation, reference to idea, bibliography)	Theory + Pract	Exam & Discuss
28.	2	Understanding th steps for writing reference docume	Steps for writing a reference document	Theory + Pract	Exam & Discuss
29.	2	Teaching them practical applicatio in this area.	Practical applications	Theory + Pract	Exam & Discuss
30.			Final Examinati		

10. Course Evaluation

Assessment Methods

- First Exam (10)
- Practical and Daily Assignments (10)
- Second Exam (10)
- Practical and Daily Assignments (10)
- Final Semester Exam (60)

11. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Saad Salman Al-Mashhadani: *Scientific Resea Methodology*, Amman, Dar Osama for Publish and Distribution, 2019
Main references (sources)	Abdul Khaliq Muhammad Ali: *Steps Towards Me Research*, Beirut, Dar Al-Mahaja Al-Bayda, 20 Mahmoud Hassan Ismail: *Research Methods in Cl Media*, Cairo, University Publishing House, 1996
Recommended books and references (scientific journals, reports...)	Media Research Journals
Electronic References, Websites	A group of electronic websites

Course Description Form

1. Course Name:	
Public opinion	
2. Course Code:	
S A D 38	
3. Semester / Year:	
Annual	
4. Description Preparation Date:	
٢٠٢٥— ٢٠٢٦	
5. Available Attendance Forms:	
Weekly – in person	
6. Number of Credit Hours (Total) / Number of Units (Total)	
30 hour	
7. Course administrator's name (mention all, if more than one name)	
Dr. Sohaib Mahdi Salih.	
AL tahseen abd almageed yahya tahseen.abd20@tu.edu.iq	

8. Course Objectives

1- definitions of public opinion concepts
 	
2- statement of the most important function of public opinion
	3– .....
	    .....
	    .....

9. Teaching and Learning Strategies

1- method of giving lectures 2- social discussions 3- brainstorming method 4- scientific discussion dialogue and use of technologies 5- developing the creative side of students and urging them to keep up with it	

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Public opinion	The concept and origin of public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
2	2	Public opinion	Pillars of public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
3	2	Public opinion	Public opinion in ancient societies	Theoretical lecture using data show presentation, participation and reporting	Theory tests
4	2	Public opinion	Public opinion in modern societies	Theoretical lecture using data show presentation, participation and reporting	Theory tests
5	2	Public opinion	Characteristics of public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
6	2	Public opinion	Public opinion outlets	Theoretical lecture using data show presentation, participation and reporting	Theory tests
7	2	Public opinion	Types of public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
8	1	Public opinion	First exam	Theoretical lecture using data show presentation, participation and reporting	Theory tests
9	2	Public opinion	The most important	Theoretical lecture using	Theory tests

				functions of public opinion	data show presentation, participation and reporting	
10	2	Public opinion	Public opinion laws	Theoretical lecture using data show presentation, participation and reporting	Theory tests
11	2	Public opinion	The impact of the political-social environment on measuring public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
12	2	Public opinion	Obstacles facing public opinion apparatuses in developing countries	Theoretical lecture using data show presentation, participation and reporting	Theory tests
13	2	Public opinion	Methods of measuring public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
14	2	Public opinion	factors shaping public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
15	1	Public opinion	Second exam	Theoretical lecture using data show presentation, participation and reporting	Theory tests
16	2	Public opinion	Customs and traditions in shaping public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
17	2	Public opinion	The role of religion in shaping public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
18	2	Public opinion	The impact of	Theoretical lecture using	Theory tests

			economic and political conditions on the formation of public opinion	data show presentation, participation and reporting	
19	2	Public opinion	The impact of wars and revolutions on public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
20	2	Public opinion	The role of leaders and leaders in shaping public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
21	2	Public opinion	Media and its impact on the formation of public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
22	2	Public opinion	Public opinion and the communication process	Theoretical lecture using data show presentation, participation and reporting	Theory tests
23	1	Public opinion	First exam	Theoretical lecture using data show presentation, participation and reporting	Theory tests
24	2	Public opinion	Public opinion determines the form of the media message	Theoretical lecture using data show presentation, participation and reporting	Theory tests
25	2	Public opinion	Press and public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
26	2	Public opinion	The role of radio in shaping public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
27	2	Public opinion	The role of	Theoretical lecture using	Theory tests

			television media and its impact on shaping public opinion	data show presentation, participation and reporting	
28	2	Public opinion	The influence of (cinema - theater - books - and printed media) on public opinion	Theoretical lecture using data show presentation, participation and reporting	Theory tests
29	2	Public opinion	Public opinion manifestations (revolutions - social debates - demonstrations)	Theoretical lecture using data show presentation, participation and reporting	Theory tests
30	1	Public opinion	Second exam	Theoretical lecture using data show presentation, participation and reporting	Theory tests

	Course Evaluation .١

The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.
- A written semester exam of 20 marks.
- Student attendance and participation in class, oral exams, quick exams and submission of worksheets.10 marks
And research of 10 marks
- Final exam of 60 marks
Total 100 points

	Learning and teaching resources .٢
Theoretical Tests 1- Prof. Dr. Mervat Mohamed Kamel Al-Tarabishi, Research	Required textbooks (methodology if any)
Measuring Public Opinion Methods and Tools, 2007,	Main References (Sources)
.41. 4- Ahmed Badr, Public Opinion, Its Nature, Formation, Measurement and Role in Public Policy, Gharib Library, Cairo, 1997. 5- Hambda Samisim, Public Opinion and Methods of Measuring It, Dar Al-Hamed Library and Publishing, Amman, 2002.	Recommended supporting books and references (scientific journals, reports, etc.)
	Electronic references, websites

English Language

1. Course Name:
English Language

2. Course Code:

3. Semester / Year:
٢٠٢٦\٢٠٢٥

4. Description Preparation Date:
2025-2026

5. Available Attendance Forms:

6. Number of Credit Hours (Total) / Number of Units (Total)
A two-unit applied course, two hours per week (theory), spread over 30 weeks, including monthly and annual exams as well as monthly reports, 60 hours per semester = 30 hours

7. Course administrator's name (mention all, if more than one name)
Name: Email: M.D. Iman Abbas Yassin

8. Course Objectives

Course Objectives	
	1. Students acquire knowledge, concepts, and attitudes toward speaking English fluently. 2. Facilitates the understanding of concepts. 3. Showcases students' diverse talents. 4. Masters the English language.

9. Teaching and Learning Strategies

Strategy	

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
١	٢	Unit one / hello	Hello	Delivery (Lecture)	feedback
٢	٢	Unit two /your world	your world	Delivery (Lecture)	feedback
٣	٢	Unit three/ all about you	all about you	Delivery (Lecture)	feedback
٤	٢	Unit four/ family and friends	family and friends	Dialogue	feedback
٥	٢	Unit five/ the way I live	the way I live	discussion	feedback
٦	٢	Unit six/ every day	every day	discussion	feedback
٧	٢		**Discussion**		feedback
٨	٢	Unit seven/ my favorites	my favorites	Dialogue	feedback
٩	٢	Unit seven/ my favorites	my favorites	discussion	feedback
١٠	٢	Unit eight/ where I live	where I live	discussion	feedback
١١	٢	Unit eight/ where I live	where I live	discussion	feedback
١٢	٢	Unit nine/ time past	time past	Delivery (Lecture)	feedback
١٣	٢	Unit nine/ time past	time past	Delivery (Lecture)	feedback
١٤	٢		**Discussion**		
١٥	٢		**Test**	-	
١٦	٢	Unit nine/ time past	time past	Delivery (Lecture)	feedback
١٧	٢	Unit ten/ we had a great time	we had a great time	Delivery (Lecture)	feedback
١٨	٢	Unit ten/ we had a great time	we had a great time	Delivery (Lecture)	feedback
١٩	٢	Unit eleven/ I can do that	I can do that	Dialogue	feedback
٢٠	٢	Unit eleven/ I can do that	I can do that	discussion	feedback
٢١	٢	Unit twelve/ please and thank you	please and thank you	discussion	feedback
٢٢	٢		**Discussion**		
٢٣	٢	Unit thirteen/ here and now	here and now	Dialogue	feedback
٢٤	٢	Unit thirteen/ here and now	here and now	Discussion	feedback
٢٥	٢	Unit fourteen/ it's time to go	it's time to go	Discussion	feedback
٢٦	٢	Unit fourteen/ it's time to go	it's time to go	Delivery (Lecture)	feedback
٢٧	٢	Grammar revision	Grammar revision	Discussion	feedback
٢٨	٢	Grammar revision	Grammar revision	Delivery (Lecture)	feedback
٢٩	٢	Grammar revision	Grammar revision	Delivery (Lecture)	feedback
٣٠	٢		**Test**	-	-

11. Course Evaluation

The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams.

12. Sources of Education and Teaching

Required textbooks (methodology, if applicable)	Lectures prepared by the course instructor
Main references (sources)	
Recommended mainstream books and references (scientific journals, reports, etc.)	
Electronic resources, websites	

Course Description Form

1. Course Name:
Journalistic Editing - The Art of Journalistic Articles

2. Course Code:
T p. 32

3. Semester / Year:
Third Stage - Journalism - Academic Year 2025-2026

4. Description Preparation Date:

5. Available Attendance Forms:
Daily attendance

6. Number of Credit Hours (Total) / Number of Units (Total)
96

7. Course administrator's name (mention all, if more than one name)
Name: Email: Prof. Jamal Asker Modhe Asst. Lect. Laith Maher   .....

8. Course Objectives

This course aims to provide students with a comprehensive understanding of the art of journalistic writing and to develop their ability to write journalistic articles and understand their various types and categories through theoretical and practical lessons in which students write journalistic articles.

-
-
-

9. Teaching and Learning Strategies

Strategy   1. Delivering lectures (explanation and clarification).
2. Using technological educational tools as lesson aids (electronic lectures).
3. Self-learning through practical lesson practice.
4. Encouraging students to write newspaper articles for university newspapers.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	٣	The Concept of the Article and General Principles	The Concept of the Newspaper Article	Lecture and Explanation	Questions and discussion
2	٣	The Roots of the Art	History of the Newspaper Article in Europe and	Lecture and Explanation	Questions and discussion

		of the Journalistic Article	America		
3	٣	The Transition of the Article to the Arab Press	The Newspaper Article in the Arab World	Lecture and Explanation	Questions and discussion
4	٣	The Influence of Journalism, Starting with the Subject and Ending with the Function	The Impact of Journalism on the Development of the Article	Lecture and Explanation	Questions and discussion
5	٣	The Functions of the Article and Readers' Demands from the Writer	Functions of the Newspaper Article	Writing Newspaper Articles	Evaluate articles
6	٣	The Difference Between Literary and Scientific Language	Language of the Newspaper Article	Writing Newspaper Articles	Questions and discussion
7	٣	The General Article, Its Features and Topics	Types of Newspaper Articles	Lecture and Explanation	Questions and discussion
8	٣	Dividing the Article	Technical Structure of the Newspaper Article	Lecture and Explanation	Questions and discussion
9	٣	Writing Suggested Titles and Reviewing Published Examples	Writing Articles Suggested by Students	Writing Newspaper Articles	Evaluate articles
10	٣	The Golden Rules for Publishing an Article	Criteria for Publishing a Newspaper Article	Lecture and Explanation	Questions and discussion
11	٣	Exam on previous topics	Monthly Exam	Written Questions	Evaluate answers
12	٣	Opening essays and reviewing published examples	Definition and Characteristics of the Editorial	Lecture and Explanation	Questions and discussion
13	٣	Technical construction of the opening essay	Technical Structure of the Editorial	Writing Newspaper Articles	Questions and discussion
14	٣	Characteristics of the editorial writer	Characteristics of the Editorial Writer	Lecture and Explanation	Questions and discussion
15	٣		Writing Newspaper Articles		Practical Application
16	٣		Monthly Exam	Written Questions	Evaluating Answers
		Mid-year vacation			
17	3	Definition of a newspaper column	Definition of the Newspaper Column	Lecture and explanation	Questions and discussion
18	٣	Importance of the newspaper column and its role in events	Importance of the Newspaper Column	Lecture and explanation	Questions and discussion
19	٣	Understanding the difference between a newspaper column and an opening essay	Difference Between a Newspaper Column and an Editorial	Lecture and explanation	Questions and discussion
20	٣	Article language	Language of the Newspaper	Writing Newspaper	Evaluating

			Column	Articles	students' writing
21	٣	Knowing the Characteristics of a Column	Characteristics of the Newspaper Column	Lecture and explanation	Questions and discussion
22	٣	How to Write a Column	Technical Structure of the Newspaper Column	Writing Newspaper Articles	Evaluate writings
23	٣		Monthly Exam	Written Questions	Evaluate answers
24	٣	Host a Writer with Journalistic Experience	Hosting a Journalist	Lecture and explanation	Questions and discussion
25	٣	Learning About Column Writing Templates	Column Writing Templates	Lecture and explanation	Questions and discussion
26	٣	Learning About Types of Columns	Types of Columns	Lecture and explanation	Questions and discussion
27	٣	Learning About the Art of Journalistic Diaries	Paragraph or Diary Column	Lecture and explanation	Questions and discussion
28	٣	Writing Introductions for Columns	Column Introductions	Lecture and explanation	Questions and discussion
29	٣		Monthly Exam	Written Questions	Evaluate answers
30	٣	Choosing Models for Columns	Reviewing Columns from Arab and Iraqi Newspapers	Lecture and explanation	Questions and discussion
31	٣	Students Writing Introductions	Students Writing Column Introductions	Lecture and explanation	Questions and discussion
32	٣	Students Writing Introductions	Comprehensive Review	Lecture and explanation	Practical application

Course Evaluation .١١

1. Examination to assess students' observation, analysis, comparison, and comprehension of theoretical concepts.
2. Writing essays to assess students' comprehension and the development of their scientific skills.
3. Practical applications (reading articles) to increase the student's knowledge base.

12. Learning and teaching resources

Required textbooks (methodology if any)	Ismail Ibrahim / The Art of Journalistic Articles heoretical Foundations and Practical olications
Main references (sources)	Ibrahim Imam – Studies in Journalistic Art Ejlal Khalifa – Modern Trends in Journalistic .٢ ting Abdul Aziz Sharaf – Artistic Methods in .٣ rnalistic Writing

	ĩael Batti – Journalism in Iraq . ٤
Recommended supporting books and references (scientific journals, reports…)	Media Researcher Magazine – University of . Baghdad – College of Media. Arab Journal of Media and Communication
ctronic references, websites	**ttp://communication.akbarmontad om/s/%D8%A7%D9%84%D8%B5 D8%AD%D9%81%D9%8A** **p://www.study4uae.com/vb/showt ead.php?t=68361** **p://sabirbaban.0catch.com/Newsp er%20article.htm**

Course Description: Media Laws and Ethics

Course Description:
Media Laws and Ethics
Course Code:
Academic Year / Semester:
٢٠٢٦ ـ ٢٠٢٥
Date of Preparation of this Description:
2025- 2026
Mode of Attendance:
In-person
Total Study Hours / Total Units:
٦٠
Course Coordinator(s):
Prof. Dr. Jamo Mohammed Abdullah   g.ankido@tu.edu.iq   Assist. Lecturer Tasnim Khalaf Mohammed   Tasnim.kh.moh@tu.edu.iq
Course Objectives
To introduce students to the laws and regulations governing media work locally and internationally, and to familiarize them with the rights and duties of media professionals. The course also aims to strengthen commitment to ethical values in media practices such as honesty, integrity, accuracy, and respect for privacy, as well as to develop a sense of social responsibility.
Teaching and Learning Strategies
1. Assigning students papers, reports, and pre-lecture preparation to ensure participation and active engagement in class discussions.   2. Encouraging students to listen to each other's contributions and participate in discussions on lecture topics.
Course Structure

Week	Hours	Learning Outcomes	Topic	Teaching Method	Assessment Method

Week	Hours	Learning Outcomes	Topic	Teaching Method	Assessment Method
1	2	General overview	Introduction and general principles	Explanation & examples	Questions & discussion
2	2	Understanding law and its importance	Definition of law	Explanation & examples	Questions & discussion
3	2	Know the of legal laws	Legislation	Explanation & examples	Questions & discussion
4	2	Understanding crime in Iraqi law	Crime in Iraqi legislation	Explanation & examples	Questions & discussion
5	2	Know the types of crimes and their punishments	Types of crimes	Explanation & examples	Questions & discussion
6	—	—	Monthly Exam	—	—
7	2	Introduction to media law	Media Law	Explanation & examples	Questions & discussion
8	2	Relationship with other laws	Media law & other laws	Explanation & examples	Questions & discussion
9	2	Legal requirements for publishing	Requirements for issuing a publication	Explanation & examples	Questions & discussion
10	2	—	Practical application	—	Questions & discussion
11	2	—	Practical application	—	Questions & discussion
12	—	—	Monthly Exam	—	—
13	2	Know of the journalistic professions	Journalism-related professions	Explanation & examples	Questions & discussion
14	2	Understanding right of reply	Right of reply and correction	Explanation & examples	Questions & discussion
15	2	Ethics under authority	Authoritarian theory	—	Questions & discussion
16	2	Ethics under freedom	Libertarian theories	Explanation & examples	Questions & discussion
17	2	Social responsibility ethics	Social responsibility theory	Explanation &	Questions &

Week	Hours	Learning Outcomes	Topic	Teaching Method	Assessment Method
				examples	discussion
18	—	—	Monthly Exam	—	—
19	2	Press freedom in developing countries	Press freedom in developing countries	Explanation & examples	Questions & discussion
20	2	Media censorship	Media censorship	Explanation & examples	Questions & discussion
21	2	Publication crimes and penalties	Publishing crimes	Explanation & examples	Questions & discussion
22	2	—	Practical application	—	Questions & discussion
23	2	—	Practical application	—	Questions & discussion
24	2	Ethics in digital era	Introduction to digital journalism ethics	Explanation & examples	Questions & discussion
25	2	Ethical standards in digital journalism	Accuracy & credibility	Explanation & examples	Questions & discussion
26	2	Ethical standards in digital journalism	Privacy violations	Explanation & examples	Questions & discussion
27	—	—	Final Exam	—	—

Course description template

Course Name .١	
information technology	
Course Code .٢	
Term/Year .٣	
٢٠٢٦_٢٠٢٥	
Date this description was prepared .٤	
٢٠٢٦/٣/٥	
Available attendance formats .٥	
My presence	
Total number of study hours / Total number of units .٦	
(١٢٠)Number of units (٦٠)Number of hours	
one name is Name of the course coordinator (if applicable) More than .٧ **(mentioned**	
: Taif Email-Name: Dr. Yassin Alwan Al^{Yaseen.a@tu.edu.iq}	
Course Objectives .٨	

• supplied with specialized media were ministries The . personnel • the information Enabling students to understand .the community To .media messages used to deliver technology • Enhancing students ' understanding of the goals and . of information technology functions • skills that are relevant to communication technology .various fields of education and life • Teaching students the theoretical foundations upon in its impact on information technology is based which .recipients	Course objectives

Teaching and learning strategies .٩	

1- .The oral method 2- .Method of discussion	strategy

3- .for solving problems A method	

<table>
<tr><td colspan="7">Course Structure .١٠</td></tr>
<tr>
<th>Evaluation Method</th>
<th>Learning method</th>
<th>Unit or topic name</th>
<th>Required learning outcomes</th>
<th>Hours</th>
<th>Week</th>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>Basic concepts of information</td>
<td>٢</td>
<td>the first</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>Data, information and knowledge</td>
<td>٢</td>
<td>the second</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>Information revolution</td>
<td>٢</td>
<td>the third</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .methods</td>
<td>information technology</td>
<td>Information problem</td>
<td>٢</td>
<td>Fourth</td>
</tr>
<tr>
<td>Personal assessment (term and final exams for issuing judgments on student ranking .(and passing/failing</td>
<td>My presence</td>
<td>information technology</td>
<td>monthly exam</td>
<td>٢</td>
<td>Fifth</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>Right to information</td>
<td>٢</td>
<td>Sixth</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>Information society</td>
<td>٢</td>
<td>Seventh</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>Information pollution</td>
<td>٢</td>
<td>Eighth</td>
</tr>
<tr>
<td>Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment</td>
<td>lecture The -١ . method
Discussion method -٢
solving -Problem -٣ .method</td>
<td>information technology</td>
<td>The of importance information</td>
<td>٢</td>
<td>Ninth</td>
</tr>
<tr>
<td>Personal assessment (term and</td>
<td>My presence</td>
<td>information</td>
<td>monthly</td>
<td>٢</td>
<td>tenth</td>
</tr>
</table>

final exams for issuing judgments on student ranking .(and passing/failing		technology	exam		
Formative assessment (daily discussions, exams, class up, -homework and follow .(classroom assessment	lecture The -١ . method Discussion method -٢ solving -Problem -٣ .method	information technology	The concept of information literacy and its importance	٢	eleventh
Formative assessment (daily class discussions, 'exams up, -homework and follow .(classroom assessment	lecture The -١ . method Discussion method -٢ solving -Problem -٣ .method	information technology	Identifying the need for information and its sources	٢	twelfth
Formative assessment (daily 'exams, class discussions up, -homework and follow .(classroom assessment	lecture The -١ . method Discussion method -٢ solving -Problem -٣ .method	information technology	Information sources	٢	thirteenth
Formative assessment (daily 'exams, class discussions up, -homework and follow .(classroom assessment	lecture The -١ . method Discussion method -٢ solving -Problem -٣ .method	information technology	Elements and types of information institutions	٢	fourteenth
Personal assessment (term and final exams for issuing judgments on student ranking .(and passing/failing	My presence	information technology	monthly exam	٢	fifteenth
Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment	lecture The -١ . method Discussion method -٢ solving -Problem -٣ .method	information technology	Internet	٢	-First Chapter Two
Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment	lecture The -١ . method Discussion method -٢ solving -Problem -٣ .method	information technology	Websites and blogs	٢	the second
Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment	lecture method The -. Discussion method -٢ solving -Problem -٣ .method	information technology	New site specifications		the third
Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment	lecture The - ٢ . method Discussion method -٢ solving-Problem -٣ .method	information technology	blogs		Fourth
Personal assessment (term and final exams for issuing judgments on student ranking .(passing/failing and	My presence	information technology	monthly exam		Fifth
Formative assessment (daily exams, class discussions, up, -homework and follow .(classroom assessment	lecture method The -. Discussion method -٢ solving -Problem -٣ .method	information technology	Social media: concept and types		Sixth

Week	Number	Topic	Learning resources	Teaching methods	Assessment method
Seventh		Benefits of social media	information technology	٢ - The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
Eighth	٢	Finding information	information technology	١- The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
Ninth	٢	Internet search	information technology	١- The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
tenth	٢	monthly exam	information technology	My presence	Personal assessment (term and final exams for issuing judgments on student ranking and passing/failing).
eleventh	٢	Information services	information technology	١- The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
twelfth	٢	Information usage calendar	information technology	١- The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, and follow homework-up, classroom assessment).
thirteenth	٢	Using information sources	information technology	١- The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
fourteenth	٢	Information Technology	information technology	١- The lecture method. ٢- Discussion method ٣- Problem- solving method.	Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
fifteenth	٢	monthly exam	information technology	My presence	Personal assessment (term and final exams for issuing judgments on student ranking and passing/failing).

11. Course Evaluation

The grade out of ١٠٠ is distributed according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc.

1- Formative assessment (daily exams, class discussions, homework and follow-up, classroom assessment).
- exam : ٥ marks.

- .marks ١٠Class discussion:
- .marks ٥ework: Hom
- .marks ٣٠Classroom assessment:

2-   Personal calendar (term and final exams for issuing judgments on student . (ranking and judgments on passing and failing

- .points ٤٠Semester grade:
- .degrees ٦٠Final:

	Learning and teaching resources .١٢
nothing	Required textbooks (methodology, if (applicable
1- Information and Communication Hassan Emad Makawi + – Technology Din + Fadia Abbas-Mahmoud Alam El 2- Global Media and Future Hashemi-Majd Al -Technologies 3- Communication New Media and Fadil Delliou -Technologies 4- Media and Communication Shamaila-Maher Awda Al – Technology	(Main references (sources
- .The Media Researcher Journal - . Media Magazine	Recommended supporting books and (...references (scientific journals, reports
The Media and Communication Library .is available on the Telegram app	references , websites

Course Description Form Investigative Journalism

1. Course Name:
Investigative Journalism

2. Course Code:
MA15

3. Semester / Year:
annual

4. Description Preparation Date:
1/9/2025

5. Available Attendance Forms:
In person

6. Number of Credit Hours (Total) / Number of Units (Total)
Credit Hours: 3 (60 hours)

7. Course administrator's name (mention all, if more than one name)
Haneen Saad Salman hanin.saad@tu.edu.iq Alaa Hazem Hassan

8. Course Objectives

Cognitive Objectives:
By the end of the course, the student is expected to be able to:

1. Define investigative journalism and explain its origins and development.

2. Distinguish between conventional journalistic reports and investigative reporting.

3. Recognize the importance of investigative journalism in promoting democracy.

4. Identify the fields and functions of investigative journalism.

5. Understand the relationship between investigative journalism and scientific research methods.

Skill-Based Objectives:
By the end of the course, the student is expected to be able to:

1. Select appropriate ideas for investigative reports.

2. Formulate clear and testable hypotheses.

3. Develop a comprehensive plan for an investigative project.

4. Effectively use primary and secondary sources.

5. Conduct in-depth interviews that go beyond conventional questioning.

6. Produce a professional investigative report (print or broadcast).

7. Utilize the internet and technology in research and investigation.

9. Teaching and Learning Strategies

Teaching Strategies:
1.   **Interactive Lecture:** Includes presenting core concepts (such as the concept of investigative journalism, its origins, and ethics), as well as engaging students through questions and discussion during the lecture.
2.   **Case Study:** Involves analyzing Iraqi, Arab, and international investigative reports, along with discussing working methods, sources of information, and outcomes.
3.   **Collaborative Learning:** Involves dividing students into groups to produce joint investigative projects.
4.   **Brainstorming:** Includes generating ideas for investigative stories and training students in critical and creative thinking.

Learning Strategies:
1.   **Self-Directed Learning:** Involves searching for information from various sources and reviewing and analyzing published investigations.
2.   **Inquiry-Based Learning:** Includes collecting data from primary and secondary sources, as well as using research tools (the internet, documents, and interviews).
3.   **Learning by Practice:** Involves conducting real interviews and writing investigative reports through practical application.
4.   **Critical Thinking:** Includes evaluating information and sources, as well as verifying the accuracy of data.
5.   **Technology-Based Learning:** Such as employing multimedia tools in investigative reporting.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
	3	The student becomes familiar with the meaning of investigative journalism.	Investigative Journalism – Definition	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student learns the concept of investigative journalism, its early beginnings, and how it has evolved.	Concept of Investigative Journalism: Origins and Development	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student understands the importance of investigative journalism.	Importance of Investigative Journalism	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student is able to identify the functions of investigative journalism.	Functions of Investigative Reporting	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student becomes aware	Skills of an Investigative	Theoretical (using	**Student**

		of the skills required of an investigative journalist.	Journalist	PowerPoint to support the lecture with images and videos)	**Engagement During the Lecture**
	3	The student learns about the sources of ideas for investigative reports.	How to Generate Ideas for Investigative Stories	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student is able to formulate a hypothesis for an investigative report.	Formulating a Hypothesis and How to Develop It	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student is able to plan the stages of conducting an investigative report.	Planning an Investigative Report	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student is able to identify topics suitable for investigative reporting.	Comparison of Topics Suitable for Investigative Reporting	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student learns about the types of evidence used in investigative reporting centers.	Types of Evidence Used in Investigative Reporting Centers	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student is able to distinguish between reliable sources of information.	Primary and Secondary Sources; Collecting Physical, Documentary, and Human Evidence	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student understands the role of interviews as a key tool for gathering information in investigative reporting.	The Art of Interviewing in Investigative Reporting	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student learns how to write an investigative report and understands the differences between investigative and conventional reporting.	Methods of Writing Investigative Reports and the Difference from Conventional Reporting	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student becomes familiar with the differences between written investigative reports.	Selected Examples of Published Investigative Reports	Practical	**Student Engagement During the Lecture**
	3		Midterm Exam	-	
	3	The student becomes familiar with the legal and ethical aspects of investigative reporting.		Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
	3	The student learns methods for tracing public funds in investigative reporting.	Legal and Ethical Aspects of Investigative Reporting	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**

		3	The student becomes familiar with approaches to uncovering corruption and negligence in investigative journalism.	Methods of Tracing Public Funds	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student learns how to utilize the internet in investigative journalism.	Approaches to Uncovering Corruption and Negligence	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student is able to analyze and compare investigative reports.	Using the Internet in Investigative Journalism	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student is able to analyze and compare investigative reports.	Examples of Published Iraqi Investigative Reports	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student becomes familiar with the stages and steps of preparing investigative reports.	Examples of Published Arab Investigative Reports	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student learns the features and characteristics of journalistic investigations.	Stages and Steps of Preparing Investigative Reports	Theoretical + Practical	**Student Engagement During the Lecture**
		3	The student is able to analyze and compare investigative reports.	Features and Characteristics of Journalistic Investigations	Theoretical + Practical	**Student Engagement During the Lecture**
		3	The student learns how to employ images and their uses in investigative reporting.	Examples of Foreign Investigative Journalism Reports	Theoretical + Practical	**Student Engagement During the Lecture**
		3	The student becomes familiar with the art of writing investigative reports in print journalism.	Images and Their Uses in Investigative Reporting	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student understands the impact of investigative reporting in exposing corruption and promoting the democratic process.	The Art of Writing Investigative Reports in Print Journalism	Theoretical (using PowerPoint to support the lecture with images and videos)	**Student Engagement During the Lecture**
		3	The student becomes familiar with the professional and ethical standards of investigative journalists.	The Impact of Investigative Reporting in Exposing Corruption and Promoting Democracy	Theoretical + Practical	**Student Engagement During the Lecture**
		3	The student understands the relationship between investigative reporting and the scientific method.	Professional and Ethical Standards of Investigative Journalists	Theoretical + Practical	**Student Engagement During the Lecture**
		3	-	The Relationship Between Investigative Reporting and the Scientific Method	-	-

Course Description Form

1. Course Name:
Language of media discourse

2. Course Code:

3. Semester / Year:

4. Description Preparation Date:

5. Available Attendance Forms:
In personal

6. Number of Credit Hours (Total) / Number of Units (Total)
2 hours per week and 4 units

7. Course administrator's name (mention all, if more than one name)
Name: Email:
Asst. Prof. Dr. Adnan Khaled Fadl

8. Course Objectives

Teaching students the basics of the Arabic language and the language of media discourse.	• .....
And forming a solid linguistic ability through which students can benefit from the language.	• .....
To become familiar with the objectives of the prescribed subject in all its aspects.	• .....

9. Teaching and Learning Strategies

Strategy	

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

1.	2 hours theory	Learn the concept and types of discourse	The concept of media discourse language	Theoretical	Preparation Discussion
2.		Knowing what are dependents	Linguistic dependencies		
3.		Types of conjunctions and their tools	Conjunction and its tools		
4.		Methods and tools of emphasis	Emphasis and its types		
5.		Types of substitute and their uses	Badal		
6.		Adjectives in the singular and adjectives in the sentence	Adjective		
7.		Writing the hamza at the beginning of the word	First Hamza		

1.	2 hours theory	Learn the concept and types of discourse	The concept of media discourse language	Theoretical	Preparation Discussion

8.		Writing the hamza in the middle of the word	Middle Hamza		
9.		Writing the hamza at the end of the word	Extreme Hamza		
10.		Grammar rules	Grammatical Applications		
11.		Drawing the letter alif in words	Spelling and Drawing Letters		
12.		Editorial evaluation	First month exam		
13.		The call and its types	The call		
14.		Drawing the middle hamza	Drawing the middle hamza		

15.		Evaluation	Second month exam		
16.		Definition of number and its types	Number		
17.		Knowing the cases of masculine and feminine number	Masculine and feminine number		
18.		The counted and its types	Distinguishing number		
19.		Cases of declension of number	Parsing number		
20.		Knowing the definition of number and its indefiniteness	Definition and indefiniteness of number		
21.		Correct reading of the number	Reading and writing numbers		

22.		Number writing skills	Applications		
23.		The thousand and its writing	Soft Alif		
24.		The thousand in the middle of the word	Soft Alif in the middle of the word		
25.		Details in the letters	Soft Alif at the end of letters		
26.		Knowing the Alif at the end of the noun	Alif at the end of names		
27.		Written evaluation	First month exam - second semester		
28.		Alif in verbs and writing it correctly	The soft alif at the end of verbs		

29.		Review of the previous	Review		
30.		Evaluation	Exam		

36.	Course Evaluation

Written exam (mid-first semester).
٢. Written exam (end of first semester).
٣. Written exam (mid-second semester).
٤. Written exam (end of second semester).
5. Conducting an oral exam in each semester

٢. Learning and teaching resources	
Required textbooks (methodology if an	1- Al-Nahw Al-Wafi, written by: Ayman Amin Abdel-Ghani - Reviewed by: Prof. Dr. Ramadan Abdel-Tawab, Dar Al-Kotob Al-Ilmiyyah, Beirut, Lebanon 2- Al-Wadih in Arabic Spelling, written by: Furqan Muhammad Al-Farkh 3- Language Production in Media Texts, written by: Prof. Dr. Mahmoud Khalil, Arab House Publishing, Cairo
Main References (Sources(	
Recommended supporting books a references (scientific journals, repor etc(.	All available in language and literature
Electronic references, websites	Arabic language site, media language

Course Description Form

12.	**Course Name:**
	Research Methods and Statistical Applications

13.	**Course Code:**

14.	**Semester / Year:**
	2024–2025

15.	**Description Preparation Date:**
	1/ 10/ 2025

16.	**Available Attendance Forms:**
	In-class lectures

17.	**Number of Credit Hours (Total) / Number of Units (Total)**
	60 Hours

18.	**Course administrator's name (mention all, if more than one name)**
	Dr. Ahmed Mahdi Sabri & Mr. Edward Khalid Ahmed

19.	**Course Objectives**
Course Objectives	Introducing students to the basic steps of writing scientific research in the media field.

20.	**Teaching and Learning Strategies**
Strategy	1. Assigning students working papers, reports, and pre-preparation for lectures to ensure active participation. 2. Preparing specific lectures using PowerPoint, presented via Data Show, including images, data, and explanatory clips.
Learning and teaching methods	- Theoretical lectures - Using electronic presentations, shared experiments, and videos - University library visits

						Course Structure
Week	**Hours**		**Required Learning**	**Unit or subject name**	**Learning method**	**Evaluation method**

		Outcomes			
31.	2	Knowledge of research title criter	(Title + Quranic Ver	Theory + Pract	Exam & Discuss
32.	2	Knowledge Dedication Acknowledgem crite	Dedication + Acknowledgements	Theory + Pract	Exam & Discuss
33.	2	Knowledge Abstract Introduction writ bas	(Abstract + Introducti	Theory + Pract	Exam & Discuss
34.	2	Knowledge identifying research probl	Perceiving the resea probl	Theory + Pract	Exam & Discuss
35.	2	Knowledge formulating research probl	Research problem and its questions	Theory + Pract	Exam & Discuss
36.	2	Knowledge formulating scient importa	Research Importance	Theory + Pract	Exam & Discuss
37.	2	Ex			
38.	2	Knowledge formulating resea objecti	Research Objecti	Theory + Pract	Exam & Discuss
39.	2	Knowledge of spa and tempe boundar	Research Fie	Theory + Pract	Exam & Discuss
40.	٢	Knowledge identifying research populat	Research Population	Theory + Practical	Exam & Discuss
41.	2	Knowledge selecting the resea sam	Simple Random Sam	Theory + Pract	Exam & Discuss
42.	2	Knowledge selecting the resea sam	Systematic Rand Sam	Theory + Pract	Exam & Discuss
43.	2	Knowledge selecting the resea sam	Stratified Random Sample	Theory + Practical	Exam & Discuss
44.	2	Knowledge selecting the resea sam	Purposive Sam	Theory + Pract	Exam & Discuss
45.	The end of the 1st Semester				

No.		Knowledge	Topic		
46.	2	Knowledge of selecting the research sample	Quota Sample	Theory + Practical	Exam & Discussion
47.	2	Knowledge of selecting the research sample	Convenience Sample	Theory + Practical	Exam & Discussion
48.	2	Knowledge of selecting the research sample	Snowball Sample	Theory + Practical	Exam & Discussion
49.	2	Knowledge of verifying research tool validity	Validity	Theory + Practical	Exam & Discussion
50.	2	Knowledge of achieving research tool reliability	Reliability	Theory + Practical	Exam & Discussion
51.	2	Knowledge of documenting source information	Information Documentation	Theory + Practical	Exam & Discussion
52.	2	Exam			
53.	2	Knowledge of documenting scientific sources	Source Documentation	Theory + Practical	Exam & Discussion
54.	2	Knowledge of the elements of scientific documentation	Elements of Documentation	Theory + Practical	Exam & Discussion
55.	2	Knowledge of meaning of content analysis	Content Analysis	Theory + Practical	Exam & Discussion
56.	2	Knowledge of content analysis steps	Content Analysis Steps	Theory + Practical	Exam & Discussion
57.	2	Knowledge of collecting information from the audience	Audience Study	Theory + Practical	Exam & Discussion
58.	2	Knowledge of formulating questionnaire	Questionnaire Design	Theory + Practical	Exam & Discussion
59.	2	Knowledge of calculating percentages and writing conclusions	Statistical Operations, Results, and Conclusions	Theory + Practical	Exam & Discussion
60.			Final Examination		

21.	Course Evaluation

Assessment Methods

- First Exam (10)

- Practical and Daily Assignments (10)
- Second Exam (10)
- Practical and Daily Assignments (10)
- Final Semester Exam (60)

22. Learning and Teaching Resources	
Required textbooks (curricular books, if any)	Saad Salman Al-Mashhadani: *Scientific Resea Methodology*, Amman, Dar Osama for Publish and Distribution, 2019
Main references (sources)	Abdul Khaliq Muhammad Ali: *Steps Towards Me Research*, Beirut, Dar Al-Mahaja Al-Bayda, 20 Mahmoud Hassan Ismail: *Research Methods in Cl Media*, Cairo, University Publishing House, 1996
Recommended books and references (scientific journals, reports...)	Media Research Journals
Electronic References, Websites	A group of electronic websites

Course Description Form

37.	Course name :
Voice and diction	
38.	Course code :
V . D	
39.	Semester/Year: Annual
annual	
40.	Date this description was prepared
2025-2026	
41.	Available attendance forms :
My weekly attendance	
42.	Number of study hours (total) / Number of units (total:(
(60) hours / 30 units	
43.	Name of the course administrator (if more than one name is mentioned(
PH.D. MUSTAFA YASEEN TAHA / mustafa.yaseen@tu.edu.iq	
44.	Course objectives

Cognitive objectives	1. Introducing the concept of speech in general
	2. Introducing the rules of public speaking on radio and television
	3. Introducing the delivery methods adopted on radio and television
	4. Providing students with basic skills approved in radio and television
	5. Practical training for students and applying rules of public speaking properly

45.	Teaching and learning strategies
1- Scientific discussion of methods for dealing with television texts and applying the rules of	

diction

2-Teaching students how to deal with the camera while reading news bulletins

3- Developing students' skills in dealing with the camera during live coverage of events

4-Make scientific observations to apply the appropriate coloring and vocal performance skills for each text

46. Course structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
Theoretical test	theoretical	Vocal scores	Knowing the scales of music and the degrees of sound	٣	
Theoretical test	theoretical	Stages of sound formation	Scientific methods for creating sound	٣	
Theoretical test	theoretical	Audio splitting	Global divisions of human vocalizations	٣	
Theoretical test	theoretical	Types of sound	Identify human voices, their strength and types	٣	
Theoretical test	theoretical	Rules of diction	Explaining the main rules of recitation	٣	
Theoretical test	theoretical	Terms of delivery	Know the terms of delivery	٣	
Theoretical test	theoretical	The concept of modern diction	Knowledge of modern delivery methods	٣	

Theoretical test	theoretical	**Speech devices**	**Knowledge of devices that aid pronunciation**	٣	
Theoretical test	theoretical	**Control breathing while speaking**	**Breathing control exercises during television speaking**	٣	
Theoretical test	practical	**Modern delivery methods**	**Explanation and clarification of the most prominent modern methods of public speaking**	٣	
practical control	theoretical	**Giving reports in house**	**A practical application for delivering television reports prepared in newsrooms**	٣	
practical control	practical	**Giving reports in house**	**A practical application for delivering television reports prepared in newsrooms**	٣	
practical control	theoretical	**Methods of dealing with the camera**	**A practical application for dealing with the camera during live coverage**	٣	
practical control	practical	**Methods of dealing with the camera**	**A practical application for dealing with the camera during live coverage**	٣	

		First semester exam	-	٣	
Theoretical test	theoretical	Basic defects	Knowing pronunciation defects	٣	
Theoretical test	theoretical	Coloring in speech	Learn about coloring methods in television presentation	٣	
Theoretical test	theoretical	Pausing in recitation	Reaching the importance of application The rule of pausing while speaking	٣	
Theoretical test	theoretical	Letter exits	A theoretical explanation and practical application of letters in speech	٣	
Theoretical test	theoretical	The difference between speech and delivery	In order to distinguish between ordinary speech and television delivery	٣	
Theoretical test	theoretical	Audit and amplification	Voice softening and amplification exercises for television coloring	٣	
	theoretical		To learn to regulate	٣	

Theoretical test		**Relax while speaking**	breathing and apply the rules of recitation, pausing and coloring		
Theoretical test	**theoretical**	**Voice recognition and focus**	Learn how to focus on the important sentence and word	٣	
Theoretical test	**theoretical**	**Avoid bias**	Applying the principles of neutrality and objectivity in delivery	٣	
Theoretical test	**theoretical**	**Sound levels**	To know the degrees and level of sound and its reflection on the layers of delivery	٣	
practical control	**theoretical**	**Field reports**	Practical application by reading television reports prepared by students, which increases their ability to deliver	٣	
practical control	**theoretical**	**Field reports**	Enabling students to develop their skills in	٣	

			television reporting		
practical control	theoretical	**News bulletins**	Enabling students to read television news bulletins by applying them practically	٣	
practical control	theoretical	**News bulletins**	Enabling students to read television news bulletins by applying them practically	٣	
		Second semester exam		٣	

47.	Course Evaluation

1- Evaluating students' participation during the lecture through practical application

2- Evaluating students' applied work by assigning them to prepare theoretical and practical reports

3- A written exam at the end of each semester.

48.	Learning and teaching resources

1- Mustafa Abbas Muhammad Reda: The Art of Voice and Diction on Radio and Television, 1st edition, (Dar Amjad for Publishing and Distribution, 2019). 2- Najat Ali: The Art of Recitation between Theory and Application, 6th edition, (The Egyptian Lebanese House, 2016). 3- Abeer Hamdi: The Art of Diction and	Required textbooks (methodology if any(

Voices in Radio and Television Media, 1st edition, (Aladdin Press, 2014). 4-Karam Shalabi: The Broadcaster and the Art of Presenting Programs, 1st edition, (Dar Al-Shorouk for Publishing and Distribution, 2008).	
Mustafa Yassin Al-Tamimi: The Art of Voice and Radio and Television Presentation Skills: The Basics of Voice Performance from Theory to Application (University Book House – United Arab Emirates – 2025).	Main References (Sources(
Scientific research and books deali with radio and television broadcasting	Recommended supporting books and references (scientific journals, reports, etc(.
Websites specialized in developing t skills of beginners in the art of pub speaking.	Electronic references, websites

Course Description Form

1. Course Name:
Networks

2. Course Code:
Dh A 401

3. Semester / Year:
Third Stage – Academic Year 2025–2026

4. Date of Preparing this Description:
10/11/2024 – 1/3/2026

5. Available Attendance Forms:
In-person (Face-to-face)

6. Number of Study Hours (Total) / Units (Total):
Two hours per week

7. Name of Course Coordinator / Instructor(s):
Lecturer Huda Khalid Khudair Abbas - Assistant Lecturer Mustafa Mohammed Suhail

8. Course Objectives
This course aims to provide a brief overview of the most important characteristics of the course and the expected learning outcomes that students should achieve, demonstrating whether they have gained the maximum benefit from the available learning opportunities. These outcomes must also be linked to the program description.
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9. Teaching and Learning Strategies
1. Enabling students to acquire knowledge related to radio and television networks.
Preparing students cognitively, professionally, and educationally to deal with radio and television content.
Enriching students' knowledge and preparing them academically to face the implicit messages presented by radio and television networks.
Providing guidance on dealing with specialized social groups in the field of directed media, radio and television networks, and social media networks

Teaching Method	Required Learning Outcomes	Unit / Topic	Hours	Week	
Theoretical lectures	Theoretical understanding and	Discovery of Sound	1.5	1	٩٢

		knowledge	Waves			
Theoretical lectures	Theoretical understanding and knowledge	International Television	1.5	2	٩٣
Theoretical lectures	Theoretical understanding and knowledge	System Components	1.5	3	٩٤
Theoretical lectures	Theoretical understanding and knowledge	Digital Technology	1.5	4	٩٥
Theoretical lectures	Theoretical understanding and knowledge	Characteristics of International Directed Broadcasting	1.5	5	٩٦
Theoretical lectures	Theoretical understanding and knowledge	Examples of Satellite Channels	1.5	6	٩٧
Theoretical lectures	Theoretical understanding and knowledge	Iraqi Broadcasting	1.5	7	٩٨
Theoretical lectures	Theoretical understanding and knowledge	Live Broadcasting in the Arab Region	1.5	8	٩٩
Theoretical lectures	Theoretical understanding and knowledge	International Organizations for Satellite Broadcasting	1.5	9	١٠٠
Theoretical lectures	Theoretical understanding and knowledge	Arab Satellite Communications Organization (Arabsat)	1.5	10	١٠١
Theoretical lectures	Theoretical understanding and knowledge	International Radio and Television Networks	1.5	11	١٠٢
Theoretical lectures	Theoretical understanding and knowledge	American Radio and Television Networks	1.5	12	١٠٣
Theoretical lectures	Theoretical understanding and knowledge	Ideological Foundations of American Media	1.5	13	١٠٤
Theoretical lectures	Theoretical understanding and knowledge	European Radio and Television Networks	1.5	14	١٠٥

Theoretical lectures	Theoretical understanding and knowledge	French International Network and BBC Network	1.5	15	١٠٦
Theoretical lectures	Theoretical understanding and knowledge	Television Package System	1.5	16	١٠٧
Theoretical lectures	Theoretical understanding and knowledge	Television Package System in Arab Satellite Channels	1.5	17	١٠٨
Theoretical lectures	Theoretical understanding and knowledge	Television Package System in International Satellite Channels	1.5	18	١٠٩
Theoretical lectures	Theoretical understanding and knowledge	Encrypted Packages: Types and Characteristics	1.5	19	١١٠
Theoretical lectures	Theoretical understanding and knowledge	Interactive Television	1.5	20	١١١
Theoretical lectures	Theoretical understanding and knowledge	Cable Television Networks	1.5	21	١١٢
Theoretical lectures	Theoretical understanding and knowledge	Websites of International and Arab Satellite Channels	1.5	22	١١٣
Theoretical lectures	Theoretical understanding and knowledge	Electronic Media	1.5	23	١١٤
Theoretical lectures	Theoretical understanding and knowledge	Types of Social Interaction Networks and Their Models	1.5	24	١١٥
Theoretical lectures	Theoretical understanding and knowledge	International Media and Cultural Identity in Global Networks	1.5	25	١١٦
Theoretical lectures	Theoretical understanding and knowledge	Cultural Challenges Facing Arab Countries	1.5	26	١١٧
Theoretical lectures	Theoretical understanding and knowledge	News Imbalance	1.5	27	١١٨

Theoretical lectures	Theoretical understanding and knowledge	Insufficient Media Coverage of Events in Developing Countries		1.5	28	١١٩
Theoretical lectures	Theoretical understanding and knowledge	Insufficient Media Coverage of Events		1.5	29	١٢٠
Theoretical lectures	Theoretical understanding and knowledge	International Photo News Agencies	1.5		30	١٢١

11. Course Evaluation

1.   Written examination to measure students' understanding of theoretical concepts.

2.   Practical examination to measure students' ability to use computers and the internet.

12. Learning and Teaching Resources	Main References:
Main References: Prepared according to the approved annual plan for the Networks course.	Prepared according to the approved annual plan for the Networks course.
Required Textbooks (if available): None.	Required Textbooks (if available):

Course Description Form

23. Course Name:
Radio Advertising

24. Course Code:
JS 41

25. Semester / Year:
Annual Third Stage – Journalism – Academic Year 2025–2026

26. Description Preparation Date:
2025–2026

27. Available Attendance Forms:
Daily attendance

28. Number of Credit Hours (Total) / Number of Units (Total)
96 hours

29. Course administrator's name (mention all, if more than one name)
• **Dr. Mustafa Qais Zanbour (Lecturer)** • **Abdullah Maiyoof Mahmoud (Assistant Lecturer)**

30. Course Objectives	
Course Objectives	This course aims to introduce students to the concept of radio advertising and its importance in mass media. It also aims to develop students' skills in writing, preparing, and producing radio advertising messages. In addition, the course trains students to effectively use voice, sound effects, and music in producing radio advertisements that achieve communication objectives and influence the target audience.

31. Teaching and Learning Strategies

Strategy	• Delivering lectures (explanation and clarification). • Using technological teaching aids and multimedia presentations. • Listening to and analyzing examples of radio advertisements. • Practical training in writing and producing radio advertising messages. • Encouraging students to produce their own radio advertising models.
Learning and teaching methods	

				Course Structure	
Week	**Hours**	**Required Learning Outcomes**	**Unit or subject name**	**Learning method**	**Evaluation method**
61.	3	Understanding concept of advertis	Introduction to Ra Advertis	Lecture & explanation	Discussion & questions
62.	3	Learning about origin of ra advertisi	History of Radio Advertising	Lecture	Discussion
63.	3	Identifying the characteristics of ra advertising	Characteristics of Radi Advertising	Lecture	Discussion
64.	3	Understanding the functions of advertising	Functions of Radio Advertising	Lecture	Discussion

65.	3	Learning the components of advertising messag	Elements of Radio Advertising	Lecture	Discussion
66.	3	Understanding audience targeting	Target Audience in Advertising	Lecture	Discussion
67.	3	Identifying types of advertisements	Types of Radio Advertisi	Lecture	Discussion
68.	3	Understanding structure of advertis messa	Structure of Radio Advertising Script	Lecture	Discussion
69.	3	Writing sim advertising scr	Practical Writing Trainin	Practical trainin	Evaluation of writi
70.	3	Learning advertis langu	Language of Radio Advertising	Lecture	Discussion
71.	3	Measuring stude knowle	Monthly Exam	Written test	Evaluation
72.	3	Understanding the of v	Voice in Radio Advertisi	Lecture	Discussion
73.	3	Learning about so effe	Sound Effects in Advertising	Lecture	Discussion
74.	3	Understanding mu in advertis	Music in Radio Advertis	Lecture	Discussion
75.	**The end of the 1st Semester**				
76.	3	Producing a ra advertisem	Practical Production	Practical traini	Evaluation
77.	3	Assessing stude performa	Monthly Exam	Written test	Evaluation
78.	3	Learning advertis strateg	Radio Advertising Strategies	Lecture	Discussion
79.	3	Understand campaign plann	Advertising Campaign Planning	Lecture	Discussion

80.	3	Advanced advertis... writ...	Advanced Script Writin...	Practical traini...	Evaluation
81.	3	Learning about commercial advertising	Commercial Radio Advertising	Lecture	Discussion
82.	3	Understanding pu... service advertisi...	...blic Service Advertising	Lecture	Discussion
83.	3	Evaluating stude... understand...	Monthly Exam	Written test	Evaluation
84.	3	Analyzing advertis... models kn...	Analysis of Radio Advertisements	Lecture	
85.	3	Understand... production sta...	Radio Advertising Production Process	Lecture	Discussion
86.	3	Learning ra... direct...	Directing Radio Advertisements	Lecture	Discussion
87.	3	Learning script writ...	Radio Advertising Scri...	Lecture	Discussion
88.	3	Writing advertis... scr...	Script Writing Practice	Practical traini...	Evaluation
89.	3	Assessing learnin...	Monthly Exam	Written test	Evaluation
90.	3	Reviewing Arab ra... advertisements	Examples of Arab Radi... Advertisements	Lecture	Discussion
91.	3	Student advertisin... project	Practical Project	Practical traini...	Evaluation
92.	3	Comprehensive revi...	Course Review	Lecture	Practical evaluatio...

32. Course Evaluation

• Written examinations to assess students' understanding of theoretical concepts.

• Practical assignments in writing advertising scripts.

• Practical projects for producing radio advertisements.

• Classroom participation and discussions.

33. Learning and Teaching Resources

Required textbooks (curricular boo... if any)	**Ali Ajwa – *Advertising and Media*.**
Main references (sources)	• Abdul Basit Abdul Wahab – *Radio and Television Advertising*.

	• Mahmoud Alam El-Din – *Advertising: Principles and Applications*. • Ibrahim Imam – *Modern Advertising and Media*. • Abdul Aziz Sharaf – *The Art of Advertising*.
Recommended books and references (scientific journals, reports...)	• *Al-Bahith Al-I'lami Journal*, University of Baghdad. • *Arab Journal of Media and Communication*.
Electronic References, Websites	• Online advertising training platforms. • Websites of international advertising agencies. • Media and communication educational websites.

13. Course Development Plan: 1. Address modern broadcasting and television technology topics.
2. Review the latest scientific and technological developments in the field of television technologies and incorporate them into the curriculum.
3. Participate in courses and workshops related to television production.
4. Organize visits to television institutions.

Sample syllabus for the press advertising course

1. Course Name:
Press Advertising

2. Course Code:

3. Semester / Year:
Annual

4. Description Preparation Date:
1/10/2025

5. Available Attendance Forms:
Came - Weekly

6. Number of Credit Hours (Total) / Number of Units (Total)

7. Course administrator's name (mention all, if more than one name)
Name: D.r DAham ESsam Raad

8. Course Objectives

Course Objectives	• Introducing the basics of advertising in general.
	• Introducing the basics of press advertising in particular
	• Introducing most important techniques associated with press advertising
	• Introducing students to the most important programs and applications specialized in designing press advertisements
	• Providing students with the skill of designing and directing advertisements in newspapers and websites

9. Teaching and Learning Strategies

Strategy	• Discussion and dialogue. • Hands

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

1	2	Know the history, origin and stages of development of advertising	Date and inception of the announcement	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
2	2	Define the concept of advertising in general and the concept of advertising in particular	The concept of advertising and press advertising	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
3	2	Determine the functions, objectives and importance of advertising	Advertising functions and objectives	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
4	2	Know how advertising is designed and what are the technical foundations used in designing press advertisements	Technical foundations of advertising design	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
5	2	Know what are the techniques used in the output of the advertisement and how to deal with them	Practical applications for the use of advertising techniques	Practical	Students' results in the use of modern technologies in advertising
6	2	Know the ethics of advertising and the laws set by developed countries to control advertising	Advertising Ethics	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
7	2	Identify the most important verbal and non-verbal symbols used in advertisements and their importance in advertising design	Verbal and non-verbal symbols in advertising	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
8	2	Knowing the types of advertising messages and the elements of preparing the advertising message	Advertising Messages	Practical	Samples advertising messages prepared by students
9	2	Know the psychological effects of advertising on the consumer and the most important techniques used in it	Psychologic all aspects of advertising	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
10	2	Define the concept of marketing and know the relationship between advertising and marketing and how they affect each other	Advertising & Marketing	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
11	2	Defining the concept of advertising campaigns, knowing their types, and how to make a successful advertising campaign	Advertising Campaigns	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
12	2	Know the audience groups and knowing the methods of studying the target audience of the advertisement	Advertising and audience categories	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture

13	2	Know the ways in which the impact of advertising is measured before and after publication	Measuring the impact of parents on the public	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
14	2	Display multiple models of consumer behavior after the publication of the advertisement and identify the successful elements in the advertisement	Models of advertising consumer behavior	Practical	Advertising models of students' products
15	2	-	First Semester Exam	-	-
16	2	Determine the types of press advertisements and the method of choosing the appropriate advertisement for each commodity	Types of press advertisements	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
17	2	The student know how to link between different media and advertising and what is the impact of advertising in the media	The media and its relationship to advertising	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
18	2	Defining the concept of advertising promotion and the student's knowledge of the most important advantages of promotion	Advertising Promotion	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
19	2	The student learns the advantages and disadvantages of advertising in the press and the extent to which press advertisements can be developed	Advantages and disadvantages of advertising in the press	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
20	2	The student learns to use advertising methods in journalism	Advertising methods in press	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
21	2	Defining the concept of Advertising on the internet and the student's knowledge of the forms of advertisements in newspaper websites	Advertising on the Internet	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
22	2	Students bring samples of advertisements posted online and determine the style and format of the advertisement	Practical applications in determining the types of advertisement on the Internet	Practical	Online advertising forms of students' choice
23	2	The student's knowledge of the differences between paper newspaper advertising and Internet advertising	The difference between an Internet advertisement and a newspaper advertisement	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
24	2	Determine the stages that go through the preparation of the press advertisement and the design of the advertisement	Stages of preparing and designing advertisement in newspapers	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture

25	2	The student learns the stages of preparing advertisement in electronic newspapers and Internet sites	Stages of electronic advertising production	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
26	2	Know the concept of social media ads, how to publish them and choose the audience	Social Media Ads	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
27	2	The student learns to design a press advertisement and choose the ads message	Ad Design	Practical	Press ads designed by students
28	2	The student's knowledge of the most important factors affecting Ad and how to avoid common mistakes	Factors affecting Ad	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
29	2	The student knows what are the most important and latest strategies used in press Ads and the most successful	Ad strategies in the press	Theoretical using PowerPoint to support the lecture with pictures and videos	Student interaction during the lecture
30	2	-	Second Semester Exam	-	-

11. Course Evaluation

First Exam (10)
Practical & Daily Commissions (10)
Second Exam (10)
Practical & Daily Commissions (10)
End of Semester Test (60)

12. Learning and Teaching Resources

Press Ad lectures	Required textbooks (methodology, if any)
Required textbooks (methodology, if any)	**Press Ad lectures**
Main references (sources)	1. **Safwat Mohamed Al-Alam and Nahla Al-Hefnawy, the Art of Press Ad, 2006, Cairo** 2. **Mohamed Al-Hefnawy, Press Ad, Faculty Arts, Kafr El-Sheikh University, Dar Al-I Wal-Iman for Publishing and Distribution 2014.**
Recommended books and references (scientific journals, reports …)	**Scientific research specialized in press Ad marketing and promotion**
Electronic references, websites	**The most important websites specialized in the field of studies in Ad**

Course Description Form

1. Course Name:
Journalistic Layout

2. Course Code:
MJ9

3. Semester / Year:
annual

4. Description Preparation Date:
1/9/2025

5. Available Attendance Forms:
In person

6. Number of Credit Hours (Total) / Number of Units (Total)
60

7. Course administrator's name (mention all, if more than one name)
Issa Ayal Majeed **Reham Habib Sbeit**

8. Course Objectives
Introducing students to the processes of producing, designing, and laying out print newspapers in their various formats—full-size, half-size, and tabloid—as well as equipping them with a comprehensive understanding of how to design digital newspapers.

9. Teaching and Learning Strategies
1.   Lectures. 2.   In-class discussions.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
	2	Explains the concept of journalistic layout and reviews its historical development.	The concept of journalistic layout and its development	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Identifies the functions and characteristics of journalistic layout and analyzes their importance.	Functions and characteristics of journalistic layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Applies technical principles in designing newspaper pages.	Technical foundations of journalistic layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Analyzes the factors	Factors influencing journalistic	Theoretical (using	Student

			influencing journalistic layout styles.	layout styles	PowerPoint to support the lecture with images and videos)	engagement during the lecture
		2	Distinguishes between layout schools and applies selected models.	Layout schools adopted in newspaper design	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Uses digital design software to produce journalistic prototypes.	Learning design using digital software	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Creates journalistic designs using Adobe InDesign.	Practical applications using Adobe InDesign	Practical	Student engagement during the lecture
		2	Proposes methods for developing journalistic layout and printing.	Factors contributing to the development of journalistic layout and printing	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Employs typographic elements correctly in design.	Typographic elements in journalistic layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Designs newspaper headlines and positions them effectively.	The function and placement of headlines in newspaper pages	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Selects appropriate fonts to ensure readability.	Factors affecting the readability and clarity of typefaces	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Designs newspaper pages using a computer.	Practical application of page design using computers	Practical	Student engagement during the lecture
		2	Applies printing colors in a balanced manner in layout.	The use of printing colors in newspaper layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Organizes the basic elements required to produce a complete newspaper page.	Basic components of newspaper layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Evaluates personal knowledge and skills in journalistic layout.	First semester examination	—	Student engagement during the lecture
		2	Explains the importance of photography in journalistic layout.	The importance of photography in journalistic layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
		2	Distinguishes between types of images and applies	Types of images and their use in journalistic layout	Theoretical (usingPowerPoint to	Student engagement during

		them in journalistic design.		support the lecture with images and videos)	the lecture
	2	Edits images using Adobe Photoshop.	Image editing using Adobe Photoshop	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Applies image and color processing techniques عملياً.	Practical application of image and color processing using Adobe Photoshop	Practical	Student engagement during the lecture
	2	Identifies magazine layout schools and applies them.	Magazine layout schools	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Uses typographic elements in magazine page design.	Typographic elements in magazine page design	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Applies various layout styles in magazine pages.	Methods of magazine page layout	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Designs magazine pages using Adobe InDesign.	Practical application of magazine page design using Adobe InDesign	Practical	Student engagement during the lecture
	2	Designs infographics that transform data into visual content.	Infographic journalism design	Practical	Student engagement during the lecture
	2	Uses color values to enhance infographic design.	The impact of color values on infographic design	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Explains the concept and development of electronic journalism.	The concept and development of electronic journalism design	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Distinguishes between different types of online newspapers.	Types of online newspapers	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Applies the principles of digital newspaper design on the web.	Principles of design and layout for digital newspapers on the web	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Employs layout techniques in online newspapers.	Layout styles for online newspapers	Theoretical (using PowerPoint to support the lecture with images and videos)	Student engagement during the lecture
	2	Produces electronic journalistic designs using Adobe InDesign.	Practical application of designing online newspaper layouts using Adobe InDesign	Practical	Student engagement during the lecture

Course Description Form

1. Course Name:
Rumor and propaganda

2. Course Code:

3. Semester / Year:
2025/2026

4. Description Preparation Date:
1/9/2025

5. Available Attendance Forms:
Class in person

6. Number of Credit Hours (Total) / Number of Units (Total)
(30)/number of units (2)

7. Course administrator's name (mention all, if more than one name)
D.T Khamis Muhammad Karhout T.A Qais Mahmoud Saleh : qais.saleh122 @tu.edu.iq

8. Course Objectives

Course Objectives	1- Knowing the basics of propaganda, rumors, psychological warfare and its types, and forming a future vision towards building models for propaganda campaigns
	2- This course deals with the study of the rumor, its most important definitions, types, and objectives, a historical introduction to propaganda and its concept, the psychological foundations of propaganda, its laws, objectives, and divisions according to multiple and varied criteria, in addition to the methods of propaganda and its appeals, and the relationship of propaganda to other types of propaganda.
	3- The course also addresses the historical introduction to psychological warfare, its concept, methods, means, and goals, and an overview of psychological warfare in the First and Second World Wars and the Cold War, in addition to the relationship of psychological warfare to patterns of psychological dealing such as propaganda, brainwashing, and political poisoning. 4- Introducing the importance of the spread of rumors and negative propaganda in our society

			and ways to confront them		

9. Teaching and Learning Strategies

Strategy	1- Explaining the importance of rumors and propaganda in our society and finding solutions to them in a scientific way 2- Acquiring analytical and critical skills and abilities by studying the course and comparing it to society 3- Preparing an educational plan for media students that keeps pace with the developments that Arab countries are enjoying in this field.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Acquiring knowledge	Rumors	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Classification of rumours	Theoretical lectures, explanation and discussion, presented on the	Daily and monthly tests And final tests

				data show Brainstorm	
1	2	Acquiring knowledge	Rumor targets	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Rumor features	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Factors that helped spread rumors	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests

1	2	Acquiring knowledge	pillars of rumours	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	
1	2	Acquiring knowledge	Mid exam First semester for	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Brainwashing and its goals	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	A historical introduction to advertising	Theoretical lectures, explanation and discussion,	Daily and monthly tests And final tests

1	2			presented on the data show Brainstorm	
1	2	Acquiring knowledge	Psychological foundations of advertising	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	The concept of advertising and its definitions	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Psychological foundations of advertising	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests

1	2	Acquiring knowledge	Advertising methods and objectives	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Political propaganda	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	
1	2	Acquiring knowledge		Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	End of first semester exam	Theoretical lectures, explanation and discussion,	Daily and monthly tests And final tests

				presented on the data show Brainstorm	
1	2	Acquiring knowledge	Concept and definitions of advertising	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Advantages of advertising	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Types of advertising and the factors that lead to its success	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests

1	2	Acquiring knowledge	Factors that led to the emergence of propaganda as a purposeful and organized activity	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Advertising planning	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Methods of planning advertising	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Elements of propaganda work	Theoretical lectures, explanation and discussion,	Daily and monthly tests And final tests

				presented on the data show Brainstorm	
1	2	Acquiring knowledge	Mid exam Second semester	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Planning advertising on radio and television	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Radio and television in the face of counter-propaganda	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests

1	2	Acquiring knowledge	Advertising means	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Advertising methods	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
1	2	Acquiring knowledge	Advertising methods	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
		Acquiring knowledge	Advertising planning steps	Theoretical lectures, explanation and discussion,	

				presented on the data show Brainstorm	
		Acquiring knowledge	**Advertising objectives**	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests
		Acquiring knowledge	**End of second semester exam**	Theoretical lectures, explanation and discussion, presented on the data show Brainstorm	Daily and monthly tests And final tests

11. Course evaluation

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, research papers, etc.

Evaluation is done through:

1- Discussion by asking questions about the lecture topic.

2- Quick tests and brainstorming.

3- Daily preparation for the lecture.

4- Daily preparation, discussion and daily activity.

5- Participate in the lecture and observe the student's behavior.

6- A written exam at the end of each semester

12. Learning and teaching resources

Required textbooks (methodology, if any)	Propaganda and psychological warfare: Al-Dalaeen, Nidal Falah and others Psychological warfare: Sumaisem, Hamida
Main references (sources)	Psychological warfare and terrorism, A. Yassin Taha Musa
Recommended supporting books and references (scientific journals, reports....)	Psychological warfare, opinion and belief: Nasr, Salah Bombarding minds: Taylor, Philip, translation, Sami Khashaba Propaganda and Persuasion: Al-Abd, Atef Al-Adly
Electronic references, Internet sites	The most important specialized websites concerned with topics of propaganda, rumors, and psychological warfare at the present time.

Course Description Form

1. Course Name:
Electronic Journalism

2. Course Code:

3. Semester / Year:
First and Second Semesters

4. Description Preparation Date:
2025/2026

5. Available Attendance Forms:
In-person and Electronic

6. Number of Credit Hours (Total) / Number of Units (Total)
60 hours

7. Course administrator's name (mention all, if more than one name)

Name: Email:	
Primary: Dr. Mariam Muhannad Naseem,	
	.....
Secondary: Mr. Aws Raheem Abdul-Qahar	.....
	.....
Email: ar240007prt@tu.edu.iq	

8. Course Overview

The course focuses on teaching students the essence of electronic journalism, its emergence and development in cyberspace, and the additions it provided to traditional print journalism, as it is an extension of it and a product of technical developments in communication and computer technology. It also includes the study of content preparation and editing, as well as its extensions, such as mobile journalism, social media platforms, data journalism, and electronic blogs.

Course Objectives

- Introduce the student to the concept of electronic journalism and its other extensions.
- Teach the student the theoretical and practical aspects of the subject.
- Teach students the principles of writing for electronic newspapers and related skills, whether working on computers or the internet.
- Master writing in all journalistic arts for websites and attempt to publish

student-written topics on a private training site.
- Equip students with skills in creating and producing media content using applications for text, image, and video editing/montage.
- Produce media content created by students (texts, images, video) using digital applications.

9. Teaching and Learning Strategies

Cognitive Objectives	1. Enable students to understand theoretical material better. 2. Prepare students to be future journalists capable of dealing with updated digital technology. 3. Enable students to discuss all topics related to electronic newspapers.
Skill-based Objectives	Use editing and montage applications; conduct research and verify information; use digital devices optimally for positive purposes rather than just entertainment/communication; produce useful digital media content (news, awareness, cultural, marketing, etc.).
Teaching Methods	Teaching stages of preparing electronic journalistic material and using interactive media; teaching analysis, evaluation, and interpretation skills for media messages via conscious media thinking; teaching verification skills for information published on websites; manufacturing and producing media material and publishing it via social pages and personal/group blogs.
Assessment Methods	1. Weekly tests and monthly assignments. 2. Grades for interaction within the lecture. 3. Graded evaluation of weekly/monthly assignments and interactive attendance.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Acquire knowledge	General basic concepts	Lecture & Discussion	Participation grades
2	2	Acquire knowledge	Web developments and their effects	Lecture & Discussion	Participation grades
3	2	Acquire knowledge	Early beginnings of electronic journalism	Lecture & Discussion	Participation grades
4	2	Acquire knowledge	Concept, emergence, and development	Lecture & Discussion	Participation grades
5	2	Acquire knowledge	Manifestations of electronic newspapers	Lecture & Discussion	Participation grades
6	2	Acquire knowledge	Characteristics and features	Lecture & Discussion	Participation grades
7	2	Acquire knowledge	Pros and cons	Lecture & Discussion	Participation grades
8	2	Acquire knowledge	Traditional vs. Electronic	Lecture &	Participation

			Journalism	Discussion	grades
9	2	Acquire knowledge	Developments created by e-newspapers	Lecture & Discussion	Participation grades
10	2	Acquire knowledge	Preparation stages and writing rules	Lecture & Discussion	Participation grades
11	2	Acquire knowledge	Editing considerations	Lecture & Discussion	Participation grades
12	2	Acquire knowledge	Editing principles and skills	Lecture & Discussion	Participation grades
13	2	Acquire knowledge	Challenges of electronic journalism	Lecture & Discussion	Participation grades
14	2	Acquire knowledge	General review of the First Semester	Lecture & Discussion	Participation grades
15	2	Measure knowledge	Semester Exam	Multiple choice/Essay	Scientific standards
1	2	Acquire knowledge	Electronic publishing	Lecture & Discussion	Participation grades
2	2	Acquire knowledge	Characteristics of electronic publishing	Lecture & Discussion	Participation grades
3	2	Acquire knowledge	Method of content production	Lecture & Discussion	Participation grades
4	2	Acquire knowledge	Content management systems	Lecture & Discussion/Models	Participation grades
5	2	Acquire knowledge	Required journalistic skills	Lecture & Discussion	Participation grades
6	2	Acquire knowledge	Coverage in electronic journalism	Lecture & Discussion	Participation grades
7	2	Acquire knowledge	Interviews in e-journalism	Discussion/Models	Participation grades
8	2	Acquire knowledge	Archive sources	Discussion/Models	Participation grades
9	2	Acquire knowledge	News writing templates	Lecture & Discussion	Participation grades
10	2	Acquire knowledge	Importance of headlines	Lecture & Discussion	Participation grades
11	2	Acquire knowledge	Controls for news introductions	Lecture & Discussion	Participation grades
12	2	Acquire knowledge	Writing patterns from print media	Student presentations	Participation grades
13	2	Acquire knowledge	Services provided by e-journalism	Lecture & Discussion	Participation grades
14	2	Acquire knowledge	Review of Semester 2 topics	Q&A session	Participation grades
15	2	Measure knowledge	Semester Exam	Multiple choice/Essay	Scientific standards

Course Assessment

Item	Grade Points
Written Mid-term Exam	20 points
Attendance, Participation, Oral Exams, Quick Quizzes, and Worksheets	10 points
Research Paper	10 points
Final Exam	60 points
Total	**100 points**

8.

Infrastructure & References

Category	Details
Required Textbook	Handout prepared by the primary and secondary instructors.
Main References	1. Wafaa Hafez, *Modern Electronic Communication Means and their Function in Spreading Knowledge* (PhD Thesis, 2006). 2. Amal Khattab, *Modern Communication Technology and its Role in Developing Journalistic Performance* (2010). 3. Majid Tarabat, *The Internet and Electronic Journalism* (2008). 4. Jassim Mohammed Al-Sheikh, *Mobile Journalism* (2016). 5. Amr Al-Iraqi, *Data Journalism* (2016). 6. Mohammed Fadli, *Electronic Journalism: Reality and Future* (2005).
Recommended References	Research and articles from Al Jazeera Center for Studies and Al Jazeera Media Institute.
Electronic References	Various academic sites and research centers regarding electronic journalism; International Journalists' Network.
Auxiliary Books	*Electronic Journalism* by Dr. Reda Abdel-Wajed Amin; *Electronic Journalism and Electronic Publishing* by Dr. Nahla Abu Rashid; *Electronic Journalism* by Dr. Abdul Amir Muwait.

9.
Course Development Plan

An annual update of 20% of the content is conducted based on technological and digital developments in the field of electronic journalism techniques by a committee of media professors at Tikrit University.

Course description for the specialized journalism course

49. **Course Name:**	
Specialized journalism	
50. **Course code :**	
p. m. 38	
51. the chapter	
annual	
52. **Date this description was prepared**	
٢٠٢٥_٢٠٢٦	
53. **Available attendance formats :**	
Weekly - In person	
54. **Number of study hours (total) / Number of units (total:(**	
٦٠ hours	
55. **Name of the course coordinator (if there is more than one, please mention it.(**	
M. Abdullah Jassim Mohammed **M.M. Abdullah Ma'youf Mahmoud**	
56. **Course objectives**	
This course aims to give the student a comprehensive historical background on the emergence and development of specialized journalism in Iraq, the Arab world and the world, the various methods of communication and their development from the early centuries of humanity to the present day, and how communication methods a[ ] means are available for this purpose. The following objectives can also be achieved: **.١ Familiarity with the historical development of media and its means (its beginning and stages of development up to the present stage and anticipating political, social, and economic changes at the local and global levels.(** **.٢ Developing the student's ability to link theories and application in the field of actual practice.** **.٣ Training the student to conduct quantitative and qualitative research on media content and its societal effects in relevant and important fields.** **.٤ Understand all elements of radio and television production, starting from preparation, filming, editing, directing, and ending with the ability to produce a complete radio or television program that falls under any form of radio and television program.** **.٥ Refining general culture skills at the political, economic, social ،psychological, historical, legal, and scientific administrative levels, and developing the student's ability to connect and analyze.** **.٦ Studying and training in the various arts of media work, such as drama ، advertising, news, international media, and documentary and recording programs.** **.٧ Developing the student's creative abilities, as well as the ability to innovate and create in the field of media work.**	

57.　Teaching and learning strategies

-١Cognitive objectives

A1 -The student learns about old and modern mass communication methods, how t
communicate, and what the most important means are for that.

A2- It traces the development of mass communication methods with an introductio
to integrating the student's theoretical and practical experience in media productio

- ٢The specific skill objectives of the course.

B1 -Compare the different stages of the development of mass communication.

B2 -Planning to conduct research related to the development of communication
methods and linking it to one of the theories.

-٣Teaching and learning methods

*Lectures.

*Discussions within the lecture.

*Theoretical and practical tests.

Interactive participation methods

PowerPoint presentation

58.　Course structure

Evaluation Method	Learning method	Unit or topic name	Learning outcomes	Hours	Week
Theory tests	A theoretical lecture presented on PowerPoint	Specialized journalism (Its origin, concept, and stages of development(	Students learn about (the origins of specialized journalism, its concept and stages of development.(	٢	
Theory tests	A theoretical lecture presented on PowerPoint	The importance of specialized journalism	Through it, students learn about the importance of specialized journalism.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Objectives of specialized journalism	Through it, students learn about the most important goals of specialized journalism.	٢	
Theory tests	A	Specialized	Through it,	٢	

	theoretical lecture presented on PowerPoint	journalism jobs	students learn about the job opportunities offered by specialized newspapers.		
Theory tests	A theoretical lecture presented on PowerPoint	Elements of specialized journalism	Through it, students learn about the characteristics of specialized newspapers.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Specialized reference in dealing with the event	Through it, students learn about ways to deal with specialized events.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Requirements and characteristics of the media team	Through it, students learn about the requirements and characteristics of the specialized team.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	monthly exam	-	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Motives and levels for establishing specialized newspapers	Through it, students learn about the motives and levels of creating specialized	٢	

			newspapers.		
Theory tests	A theoretical lecture presented on PowerPoint	Methods of handling specialized journalism	This aspect relates to revealing the most important methods of handling specialized newspapers.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Communication elements + requirements for a successful media professional	This section focuses on revealing the elements of communication and the conditions that must be met by a specialized media professional.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	High-profile audience (importance + audience criteria(	This aspect relates to identifying the distinguished audience and its most important criteria.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Effectiveness of specialized media	Here, students learn about the effectiveness of specialized media.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Advantages and disadvantages of specialized media	Through it, students learn about the advantages and disadvantages of the major.	٢	
Theory tests	A theoretical	Tips for editors and writers of	Through it, students learn	٢	

	lecture presented on PowerPoint	specialized topics	the most important tips that editors of specialized topics should adhere to.		
Theory tests	A theoretical lecture presented on PowerPoint	monthly exam	-	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Mid-year break	-	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Political media and the requirements for its success	Students learn about the concept of political media and the requirements for its success.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Methods of journalistic coverage of specialized political topics	Students learn about the methods of journalistic coverage of political topics.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Security media (its concept, objectives, and obstacles(	Through it, students learn about the concept of security media, its objectives, and its main obstacles.	٢	
Theory tests	A	Military media (its	Through it,	٢	

	theoretical lecture presented on PowerPoint	concept and methods of handling it(	students learn about the concept of war media and its specific methods of handling it.		
Theory tests	A theoretical lecture presented on PowerPoint	Religious media and Islamic media	Through it, students learn about everything related to religious media.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Minority Press	Through it, students learn about minority journalism in all its diversity.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	monthly exam	Conducting a monthly exam for students	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Children's journalism (origins and development, characteristics of children(	Through it, students learn about everything related to children's journalism across different age groups.	٢	
Theory tests	A theoretical lecture presented on PowerPoin	Sports media (objectives, functions, methods of treatment(	Through it, students learn about specialized sports media.	٢	

	t				
Theory tests	A theoretical lecture presented on PowerPoint	Satirical journalism, yellow journalism	Through it, students learn about satirical journalism (caricatures) and yellow journalism.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	feminist journalism	Through it, students learn about women's journalism.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	Disaster and Accident Reporting	Through it, students learn about disaster and accident journalism.	٢	
Theory tests	A theoretical lecture presented on PowerPoint	monthly exam	-	٢	

59. Course evaluation

is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, and oral exams.
Monthly ،editorial, and reporting documents...etc.
Evaluation is done in several ways
-١ Discussion by asking a question regarding the topic of the lecture.
٢-Theory tests: Daily exams.
Daily assignments
-٤ Applied projects.
-٥ Participation.
- ٦ Observing student behavior
-٧ A written exam at the end of each semester.

60. Learning and teaching resources

.١ Required textbooks for the Specialized Journalis	**Main references (sources(**

course: Maher Awda Al-Shamaliyah, Mahmoud Ezz Al-Lahham, Mustafa Yousef Kafi, Al-A'sar Al-Ilmi Publishing and Distribution House, 2015 .٢Main references) sources(.١Information Sources, Dr. Wael Mokhtar Ismail, D Al-Masarra for Publishing and Distribution Printin 2010 .٢Specialized Journalism :Muhammad Khalil Al-Ri 2020 .٣Journalism: Its Concept and Types, Ali Kanaan, 2014 .٤Specialized Journalism :Farouk Abu Zeid, 2004	

Course Description Form

61. Course name :	
Media management	
62. Course code :	
63. Semester/Year: Annual	
annual	
64. Date this description was prepared	
١-١٠-٢٠٢٥	
65. Available attendance forms :	
My weekly attendance	
66. Number of study hours (total) / Number of units (total:(	
٦٠	
67. Name of the course administrator (if more than one name is mentioned(	
Asst. Prof. Dr. Ibrahim Saber Abdel Aziz Sarmed Nazhan Hadi	
68. Course objectives	

A –Cognitive objectives **A1–** The student should know about management of media institutions. **A2–** The student should explain the m important theories of managemer administrative communication, and management process in media institutions **A3–** The student should apply so management theories and administrat process in media institutions. **A4–** The student should learn about importance of management theories and t administrative process in media institution **A5–** The student should summarize a to about a management theory and t	**1. This course aims to give the student a complete idea about the subject of media organization management, and the main objective of this course is for the student to**

				learn about
administrative process in media institution				the concept
A6‑ The student should appreciate				of
importance of studying the management				management
media institutions in learning about the m				, the most
important theories of manageme				important
administrative communication, and				management
management process in media institutions				theories,
B – Course specific skill objectives.				and the
–B1 – The student discusses issues				administrativ
management, administrative communicati				e process in
and the management process in me				media
institutions.				organization
B2 – Discussing with the student in				s.
scientific manner everything related to t				
topic of management theories and				
administrative process in media institution				
B3 – Pushing the student towards critic				
analytical thinking.				
B4 –Encouraging the student to w				
reports and research in the field of t				
course.				

69. Teaching and learning strategies

	.١Giving lectures (explanation and clarification.(
	.٢Discussions within the lecture.
	.٣Encourage students to use the library as one of the learning methods.

70. Course structure

Evaluation method	Learning method	Name of the unit or topic	Required learning outcomes	Watches	The week
	٢hours theory	the first	Management concept and definitions	٢	
	٢hours	the second	Presentation of	٢	

	theory		management theories		
	٢hours theory	the third	The importance of management	٢	
	٢hours theory	Fourth	Management and Media Jobs	٢	
	٢hours theory	Fifth	The process Administrative in newspaper institutions	٢	
	٢hours theory	Sixth	Media and creative activities	٢	
	٢hours theory	Seventh	Challenges facing journalistic institutions	٢	
		The eighth	First semester exam	٢	
	٢hours theory	Ninth	Management jobs in newspaper organizations	٢	
	٢hours theory	tenth	Planning in newspaper organizations	٢	
	٢hours theory	eleventh	Organization in newspaper institutions	٢	
	٢hours theory	twelfth	Administrative communication in newspaper institutions	٢	
	٢hours theory	thirteenth	Guidance in newspaper institutions	٢	
	٢hours theory	fourteenth	Administrative control in newspaper institutions	٢	
	٢hours theory	fifteenth	Issuing decisions in newspaper institutions	٢	
	٢hours theory	Sixteenth	Evaluation in newspaper institutions	٢	
		seventeenth	First semester final exam	٢	
	٢hours	eighteenth	modern	٢	

	theory		management		
	۲hours theory	nineteenth	The concept of media management	۲	
	۲hours theory	Twenty	Media management mechanisms	۲	
	۲hours theory	twenty-first	Flexibility in media management	۲	
	۲hours theory	twenty-second	Training in media management	۲	
	۲hours theory	twenty-third	Financing in newspaper institutions	۲	
		twenty fourth	Second semester midterm exam	۲	
	۲hours theory	twenty fifth	building in journalistic institutions	۲	
	۲hours theory	twenty-sixth	Characteristics of the journalistic project	۲	
	۲hours theory	twenty-seventh	The structure Organizational in newspaper institutions	۲	
	۲hours theory	twenty-eighth	Types of structures Organizational in newspaper institutions	۲	
	۲hours theory	twenty-ninth	apparatus in press institutions	۲	
		thirty	*Second semester final exam*	۲	

Course Description Form

1. Course Name:

Language applications

2. Course Code:

3. Semester / Year:

4. Description Preparation Date:

5. Available Attendance Forms:

In person

6. Number of Credit Hours (Total) / Number of Units (Total)

2 hours per week and 4 units

7. Course administrator's name (mention all, if more than one name)

Name: Asst.
Prof. Dr.
Adnan
Khaled Fadl
Email: .....

8. Course Objectives

Course Objectives	.....
Teaching students the basics of the Arabic language and the language of the media in particular.	
And forming a solid linguistic ability through which students can benefit from the language.	
To become familiar with the objectives of the prescribed subject in all its aspects.	

9. Teaching and Learning Strategies

Strategy	

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

1.	2 hours	Learn about the applications of language and its nature	The concept of linguistic applications		
2.		The method of deriving nouns	Derivatives		
3.		Knowing the form of the noun	Active participle		
4.		Knowing the form and types of sources	Infinitive		
5.		Forming the passive participle and its function	Passive participle		
6.		Knowing punctuation marks	Punctuation marks		
7.		The importance of punctuation marks in media texts	Punctuation marks		

8.		Types of Alif in the Arabic language	Types of Alif		
9.		Cases of deleting and adding Alif	Deletion and addition of Alif		
10.		Cases of deleting and adding Waw	Deletion and addition of Waw		
11.		Formulating the comparative verb and its function	Superlatives		
12.		Types of demonstrative pronouns and their drawing	Demonstratives		
13.		Formulating and using the triliteral verb	Triliteral Verbs		
14.		Formulating and using the quadriliteral verb	Quadriliteral Verbs		

15.		Formulating and using the adjective	adactives		
16.		Interrogative and its types	Interrogative		
17.		What is the extra letter and its uses	Ma Extra		
18.		Method of connecting speech	Conjunctions		
19.		Written evaluation	First Semester Final Exam		
20.		Standard and auditory forms of praise	Praise		
21.		Methods of writing journalistic and non-journalistic reports	Report writing		

22.		Linguistic skills in writing	Language skills		
23.		Types of tanween in nouns	Types and uses of Tanween		
24.		Recognizing the style of blame	Centric style		
25.		Recognizing the style of preference	Superlative style		
26.		Types and rules of the vocative	Calling		
27.		Alif at the beginning, middle and end of the word	Soft Alif		
28.		Written evaluation	Second Midterm Exam		

29.		Review and evaluation	Material Review		
30.		Oral evaluation	Oral Exam		

Course Description Form

1. Course Name:
scenario

2. Course Code:

3. Semester / Year:
Year

4. Description Preparation Date:
1-10-2024

5. Available Attendance Forms:
Theoretical + Practical

6. Number of Credit Hours (Total) / Number of Units (Total)
60

7. Course administrator's name (mention all, if more than one name)
Mr. Sohaib Mahdi Saleh
Mr. Naser Nihad Kamil

8. Course Objectives

1. Define the basics of a scenario in gener	A- Cognitive objectives.
2. Defining the basics of a particu successful scenario.	A1- The student learns the stages of scenario according to the curriculum.
3. Defining the most important conditions must be met by a screenwriter.	A2- Gaining the greatest amount knowledge about the subject
4. Providing students with the skill to criti and follow up on scenarios published in media.	A3- Identifying the correct methods for wri a scenario.
	A4- To understand the most import foundations and rules for choosing a suit scenario for publication in the media.
5. Defining the basics of dram construction.	A5- Knowing the concepts and terms rela to dramatic construction.
6. Definition of the method of writing a scenario.	B - Program specific skill objectives:
	B1--Empowering the student men through training, practice and learning.
	B2 - Training the student on the basics

			writing for radio and television scripts.
			B3 – Training on the diversity of writ[ing]
			scenarios according to the different media
			C- Emotional and value-based goals:
			A1- Encouraging students to work togethe[r]
			forming groups to create a scenario abo[ut]
			specific issue.
			A2- Encouraging students to read bo[oks]
			specialized in the field of dram[a]
			construction.
			A3 -Encouraging students to learn about
			the successful experiences of Arab and
			foreign writers.

9. Teaching and Learning Strategies

Strategy	1- Discussion and dialogue. 2- Practical training. 3- Scientific trips. 4- E-learning and presenting distinguished models in dramatic construction through the electronic classroom. A. Scientific discussion, dialogue, and the use of modern technologies for comprehension and benefit from websites, electronic and paper books. B. Developing the creative side of students and urging them to keep pace with the technical development of the subject. Encourage students to participate in various exhibitions.

10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	٢	Scenario	The first beginnings of the scenario	theoretical	Students ' answers in the lecture
2	٢	Scenario	Scenario definition and conditions	theoretical	Students ' answers in the lecture

3	٢	**Scenario**	**Screenwriter Terms**	**theoretical**	**Students ' answers in the lecture**
4	٢	**Scenario**	**Screenwriting Template**	**practical**	**Written samples from students**
5	٢	**Scenario**	**Characteristics of a successful text**	**theoretical**	**Students ' answers in the lecture**
6	٢	**Scenario**	**Screenwriting app**	**practical**	**Written samples from students**
7	٢	**Scenario**	**Dramatic structure in the scenario**	**theoretical**	**Students ' answers in the lecture**
8	٢	**Scenario**	**Types of dialogue**	**theoretical**	**Students ' answers in the lecture**
9	٢	**Scenario**	**Application of dramatic construction in the scenario**	**practical**	**Written samples from students**

10	٢	Scenario	Application of dialogue in the scenario	practical	Written samples from students
11	٢	Scenario	TV drama	theoretical	Students ' answers in the lecture
12	٢	Scenario	Application of television drama and writing it within the scenario forms	practical	Written samples from students
13	٢	Scenario	Decoupage	theoretical	Students ' answers in the lecture
١٤	٢	Scenario	Application of decoupage in the scenario	practical	Written samples from students
15	٢	Scenario	Elements and components of a successful scenario	theoretical	Students ' answers in the lecture
16	٢	Scenario	TV directing	theoretical	Students ' answers in the lecture

17	٢	Scenario	Application of television directing in the scenario	practical	Writing Outcomes for Students
18	٢	Scenario	Freehand script writing	practical	Writing Outcomes for Students
19	٢	Scenario	Programming forms	theoretical	Students ' answers in the lecture
20	٢	Scenario	Free form programming training	practical	Writing Outcomes for Students
21	٢	Scenario	Freeform screenwriting	practical	Writing Outcomes for Students
22	٢	Scenario	Interview programs	theoretical	Students ' answers in the lecture
23	٢	Scenario	Writing interview scripts	practical	Writing Outcomes for Students

24	٢	Scenario	Writing different interview formats in the script	practical	Writing styles for students
25	٢	Scenario	TV scenario	theoretical	Students ' answers in the lecture
26	٢	Scenario	Character movement in time and space	theoretical	Students ' answers in the lecture
27	٢	Scenario	TV script writing	practical	Learning outcomes
28	٢	Scenario	Writing time−sensitive movement in a screenplay	practical	Learning outcomes
29	٢	Scenario	Writing the movement specific to the place in the script	practical	Learning outcomes
30	٢	Scenario	a test	theoretical	Test results

Course Description Form

34.	Course Name:
The art of news reporting	
35.	Course Code:
36.	Semester / Year:
202٥-202٦	
37.	Description Preparation Date:
١٩-١-٢٠٢٦	
38.	Available Attendance Forms:
Lectures in class	
39.	Number of Credit Hours (Total) / Number of Units (Total)
60	
40.	Course administrator's name (mention all, if more than one name)
Name: Dr. Ahmed Mahdi	
41.	Course Objectives

Course Objectives	The course aims to precisely define the concept of broadcasting and television technologies and to identify their characteristics that distinguish them from other communication activities. This will enable students to understand broadcasting and television technologies in a new way, along with the terminology used, to empower them for optimal use and application at a professional level. Additionally, it focuses on critical evaluation at a theoretical level (study and research), positive reception and exposure, and achieving the highest levels of benefit and utility.

42.	Teaching and Learning Strategies

| Strategy | Familiarity with the terminology and concepts of radio and television technologies and their methods of use.

- Definition of digital and analog broadcasting, the difference between them, and the concepts of virtual and augmented television.

- Definition of types and stages of television development, including interactive television, cable television, and fiber optics, and their role in advancing radio and television broadcasting.

- Awareness of the latest technological developments in the field of radio and television production.

- Enhancing students' abilities to use radio and television technologies.

- Improving students' knowledge of the parts and uses of all radio and television technologies inside and outside studios.

- Training students to produce various television arts with the available technology.

Training students on editing raw material using computer software programs. |
|---|---|
| Learning and teaching methods | - Theoretical Lectures
- Use of electronic presentation methods and sharing experiences
- Training videos within the studios
- Visits to a television channel |

Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method

93.	2	The stud understa an i about the Concept of Broadcasting and Television Technologies to	Concept of Broadcasting and Television Technologies	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
94.	2	The stud Knows what are Stages of Development of Technologies in Broadcasting and Television	Stages of Development of Technologies in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
95.	2	The stud Understands how employ the functi of technolog	Functions of Technologies in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
96.	2	The stud understa an i about the to	Utilizing Technologies in Program Production	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
97.	2	The stud Knows about Broadcasting Technologies Inside and Outside Studios	Broadcasting Technologies Inside and Outside Studios	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.

98.	2	The stud Knows what are the Television Technologies Inside and Outside Studios	Television Technologies Inside and Outside Studios	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
99.	2	The stud understa an i about the to	Editing Techniques in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
100.	2	The stud recognizes Direct Techniq	Directing Techniques in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
101.	2	The stud understands mechanism operat	Microphones in Broadcasting	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
102.		The stud Understa the role camera televis	Cameras in Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
103.	2	The student lea	Effects in Broadcasting and Television	Delivering lectures, discussions, and conducting	The written and oral tests and direct questions.

				practical training in person.	
104.	2	The stud Kn	Technical and Artistic Terminology in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
105.	2	The student lea	Newsroom Technologies in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
106.	2	The student kn	Digital and Analog Broadcasting and External Television Transmission Technologies	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
107.	**The end of the 1ˢᵗ Semester**				
108.	2	The stud Understands Control Rooms in Broadcasting and Television	Control Rooms in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
109.	2	The stud Understands camera movem	Camera Movement and Types of Shots	Delivering lectures, discussions, and conducting practical	The written and oral tests and direct questions.

				training in person.	
110.	2	The stud knows lighten techniq	Lighting Techniques in Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
111.	2	The stud understa the dé techniq	Decor Techniques in Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
112.	2	The stud recogni	Audio and Visual Recording Means and Tools	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
113.	2	the student recognises	Interactive and High-Definition Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
114.	2	The stud understa an i about the to	Satellite Broadcasting and Radio	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
115.	2	The stud	Soundproofing in	Delivering	The written and

		Knows what is Soundproof	Broadcasting and Television	lectures, discussions, and conducting practical training in person.	oral tests and direct questions.
116.	2		The stud knd	Script and Screenplay Writing Techniques	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
117.	2		The stud knd	Broadcasting Room in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
118.	2		The student lea Archiv Techniq	Archiving Techniques in Broadcasting and Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
119.	2		To enable student to rea the importance	Optical Fibers and Transmission/Reception Technologies	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
120.	2		The stud Knows what is	Internet Radio	Delivering lectures, discussions, and conducting practical training in	The written and oral tests and direct questions.

121.	2	The student lea	Cable Television	Delivering lectures, discussions, and conducting practical training in person.	The written and oral tests and direct questions.
					person.
122.			Final Examinati		

43. Course Evaluation

44. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Production of Programs for Studio and Television, by Al-Jiooshi, Dar Al-Kitab Al-Jami'i, Al-Ain, United Arab Emirates, 2017
Main references (sources)	Modern Television Techniques and the Form and Content of Programs, by Jabbar Al-Abidi, Abadi Center for Studies and Publishing, 1996, Sana'a
Recommended books and references (scientific journals, reports...)	Arab Broadcasting Magazine, Arab Broadcasting Magazine - Scientific Researcher Journal, Television Production - Dayman Abdul Rahman, 2016
Electronic References, Websites	Website of the Arab Organization for Education, Culture, and Science (UNESCO)

13. Course Development Plan: 1. Address modern broadcasting and television technology topics.
2. Review the latest scientific and technological developments in the field of television technologies and incorporate them into the curriculum.
3. Participate in courses and workshops related to television production.

4. Organize visits to television institutions.