

Academic Program Description Form

University Name: Al-Iraqia University

College/Institute: College of Media

Academic Department: Department of Press

Name of Academic or Professional Program: Bachelor of Press

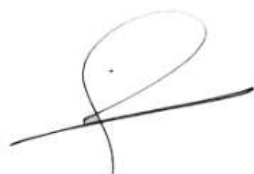
Final Degree: Bachelor in Media/ Press

Study System: Annual

Date of Description Preparation: 10/9/2025

Date of File Completion: 2025/2026

Signature:



Name of the Head of Department:

Asst. Prof. Dr. Jamal Abd Namous



Approval of the Dean

1. Program Vision

A distinguished academic department that supplies media institutions with professional and objective journalistic qualifications at all levels.

2. Program Mission

Carrying the message of knowledge coupled with practical application in the fields of media, affirming the department's commitment to preparing generations of distinguished and creative professionals in various journalistic specializations. The mission also includes enriching innovative scientific research supported by postgraduate programs, contributing to community service with the highest standards of quality, and advancing knowledge, research, innovation, and entrepreneurship in both traditional and digital journalism.

3. Program Objectives

Achieving quality and excellence in performance so that graduates are capable of practicing their profession with high professionalism.

Meeting labor market demands by providing qualified individuals who understand their role in addressing local societal issues and promoting a culture of developmental media aimed at intellectual and awareness advancement, while respecting the ethical and religious values of Muslim society.

Ensuring academic and research freedom that adheres to the values, ethics, and traditions of Islamic society, and stimulate scientific research aligned with societal priorities through undergraduate graduation projects and master's theses.

Fostering communication between the department, society, and media institutions through seminars, lectures, and discussion panels on media-related issues.

Establishing constructive and effective communication channels with peer institutions of higher education locally and internationally to keep pace with developments in communication technology and new media.

4. Program Accreditation

Not yet accredited/

An application has been submitted for program accreditation to the National Council for Accreditation of Media College Programs.

5. Other External Influences

Practical training in international institutions.

6. Program Structure

Program Component	Number of Courses (incl. Graduation Project)	Credit Units for Two Semesters	Percentage	Notes
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Institutional Requirements	38	156	100%	Core Curriculum
College Requirements	Yes			
Department Requirements	Yes			
Summer Training	To be implemented in upcoming years	–	–	–
Other	–	–	–	–

7. Program Description

Year / Level	Course Code	Course Title	Credit Hours	
			Theoretical	Practical
First Year	101ML	Media Language	2	0
	102EL	English Language	2	0
	103PH	Press History	2	0
	104PP	Principles of Public Relations	2	0
	105HD	Human Rights and Democracy	2	0
	106MCM	Mass Communication and Its Means	2	0
	107JE	Journalistic Editing (News & Report)	2	1
	108DP	Digital Photojournalism	2	1
	109C	Computers	2	2
	110MDE	Media and Digital Education	2	1
Second Year	201ME	Media Economics	2	0
	202EL	English Language	2	0
	203MR	Methodology Research	2	0
	204PEII	Press Editorial (Interview & Investigation)	2	1
	205SCM	Social Psychology in Media Studies	2	0
	206ML	Media Language	2	0
	207CT	Computer Technologies	2	0
	208OC	Political Communication	2	0
	209CT	Communication Theories	2	0
Third Year	301MRM	Media Research Methods & Statistical Applications	2	0
	302PO	Public Opinion	2	0
	303MDL	Media Discourse Language	2	0
	304 EL	English Language	2	0
	305IJ	Investigative Journalism	2	2
	306IT	Information Technology	2	1

	307PE	Press Editing (Article & Column)	2	2
	308AIP	Arab and International Press	2	0
	309ML	Media Legislation	2	0
	310MRM	Media Research Methods	2	0
Fourth Year	401ALML	Arabic Language Media Literature	2	0
	402EL	English Language	2	0
	403PD	Press Directing	2	1
	404APM	Administration Planning & Media	2	0
	405AP	Advertisement of Press	2	1
	406SJ	Specific Journalism	2	1
	407EP	Electronic Press	2	0
	408PPW	Propaganda and Psychological Warfare	2	0
	409GR	Graduation Research	1	0

8. Expected Learning Outcomes of the Program

Knowledge

- 1) Enable students to acquire the intellectual framework of the journalism profession.
- 2) Prepare students academically, professionally, and pedagogically to practice journalism in media institutions.
- 3) Equip students with the scientific foundation to train amateur journalists.
- 4) Provide consultancy in journalism to relevant ministries and press departments.
- 5) Develop students' practical skills for working in the media field.
- 6) Conduct scientific research in journalism.

Write news articles and reports.
Distinguish between media content and promotional material.

Skills

- 1) Train students in serious and accurate journalistic work.
- 2) Use self-enhancement strategies to develop skills.

Produce media content across print and multimedia platforms.

Values

- Students should exemplify professionalism in media work. - Students should be well-versed in media arts, adhering to the ethics and principles of the	Commit to societal values and preserve cultural customs and traditions.
- profession. - Foster creative thinking in journalistic work. - Build friendly relationships between students and community/media institutions. - Develop personal skills in the media field. - Uphold work ethics and journalistic integrity.	

9. Teaching and Learning Strategies

1. Lectures delivered by the course instructor.
2. Use of electronic presentations via PowerPoint.
3. Student-prepared lectures presented in class and uploaded online.
4. Practical application in labs (journalism production lab, student training newspaper, computer lab).
5. Field application across all academic levels in specialized subjects.
6. Presenting models of advanced media work aligned with technological developments and modern journalistic applications.
7. Theoretical and practical lectures in specialized media fields.
8. Self-assessment tests in labs.
9. Detailed explanation of scientific material to students.
10. Student participation in producing media content.

10. Evaluation Methods

1. Theoretical and practical exams.
2. Graduation projects.
3. Practical training, monthly and daily exams, graduation projects, and final year exams.
4. Observation of student behavior.
5. Workshops on media topics requiring idea exchange and practical recommendations with academic relevance.
6. Monitoring students' cumulative records.

11. Faculty

Faculty Members

Academic Rank	Specialization	Special Requirements / Skills (if any)	Numbers of Faculty Members
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	General	Specific			Permanent Staff	Lecturer
Sahar Khalifa Salim Al-Jubouri	Media	Journalism			Permanent	
Hussein Ali Ibrahim Al-Fallahi	Media	Journalism			Permanent	
Mohsen Aboud Kashkoul Al-Dulaimi	Media	Journalism			Permanent	
Batool Abdulaziz Rashid Al-Aani	Media	Journalism			Permanent	
Arshad Muzahim Mijbil Al-Ghurairi	Political Science	International Studies			Permanent	
Hani Ahmed Younis Al-Dabbagh	General Sociology	Industrial Sociology & Development			Permanent	
Badr Awad Barghash Al-Zubaie	Political Science	International Studies			Permanent	
Jamal Abd Namous Al-Qaisi	Media	Journalism			Permanent	
Mohammed Ahmed Mikhilif Al-Zubaie	Media	Journalism			Permanent	
Wathiq Abbas Abdulrazzaq Al-Douri	Islami c Sharia	Islamic Politics			Permanent	
Wifaq Hafidh Burkaa Al-Douri	Media	Journalism			Permanent	
Ahmed Hameed Hussein Al-Dulaimi	Media	Journalism			Permanent	
Othman Mohammed Athweib Al-Dulaimi	Media	Journalism			Permanent	
Hadeel Abdulrazzaq Ahmed Al-Kamais	Arabic Language	Modern Literature & Criticism			Permanent	
Shatha Jassim Hadi Al-Tamimi	Arabic Language	Lexicography			Permanent	
Samira Mazher Hameed Al-Dulaimi	Administr ation & Economics	Statistics			Permanent	
Osama Fadil Mohammed Al-Bajari	Media	Journalism			Permanent	
Amal Yassin Mohammed Al-Qarah Ghouli	Arabic Language	Grammar & Linguistics			Permanent	

Abdulahdi Qasim Mahdi Al-Baydhani	Law	Public Law			Permanent	
Haya Ammar Sabah	Media	Journalism			Permanent	
Al-Kubaisi						
Shadan Shamil Abdullah Al-Ta'i	Translatio n	English Translation			Permanent	
Rasha Adnan Hashim Al-Qudsi	Arts	English Translation			Permanent	
Rasool Alwan Hussein Al-Qaisi	Media	Journalism			Permanent	
Husni Rifaat Husni Al-Ashaab	Media	Journalism			Permanent	
Haneen Tariq Hameed Al-Ta'i	Media	Journalism			Permanent	
Mustafa Fuleih Hussein Al- Marrah	Media	Journalism			Permanent	
Asmaa Hassan Aboud Al-Dulaimi	Media	Journalism			Permanent	
Saif Amer Issa Al-Marsoumi	Media	Journalism			Permanent	
Iman Sabih Mutar Al-Saadoun	Media	Journalism			Permanent	
Baidaa Hussein Nasser Al-Rubaie	Media	Journalism			Permanent	
Mustafa Nahidh Rasheed Al-Samarrai	Arts	Translation			Permanent	
Ibtehal Shaker Mahmoud Al- Mun'im	Engineerin g	Computer Systems & Networks Engineering			Permanent	
Omar Ali Ghalib Saleh Al-Bakr	Arabic Language	Rhetoric			Permanent	
Ilham Hameed Khudair Ahmed	Media	Journalism				Lecturer

Professional Development

Orientation for New Faculty Members

New faculty members are guided by providing them with the university-approved departmental instructions.
Clarification of the academic and administrative contexts they must follow in their work.
Readiness to overcome challenges that may hinder their professional duties.
Commitment to resolving professional issues encountered in their work and within the Department.

Ongoing Professional Development

Faculty members in the department participate in training courses aimed at enhancing their professional skills.

Faculty of Media instructors participate in the International Early Journalism Program.

Faculty members organize workshops, seminars, and academic discussion sessions to exchange expertise among teaching staff.

12. Admission Criteria

Central admission.

Departmental admission examination. Interview and certificate of experience.

13. Key Information Sources about the Program

Student Guide – College of Media, AL-Iraqia University.

Student Guide available on the official website.

14. Program Development Plan

Enhancement of the Information Technology and Digital Techniques courses.

Program Skills Table															
				Expected Learning Outcomes											
Year	Course Code	Course Name	Core or elective	Knowledge				skills				ethics			
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3	C4
First	101ML	Media Language	Core	√					√					√	
	102EL	English Language	Core	√					√					√	
	103PH	Press History	Core	√					√					√	
	104PP	Principles of Public Relations	Core	√					√					√	
	105HD	Human Rights and Democracy	Core	√					√					√	
	106MCM	Mass Communication and Its Means	Core	√					√					√	
	107JE	Journalistic Editing	Core	√					√					√	
	108DP	Digital Photojournalism	Core	√					√					√	
	109C	Computers	Core	√					√					√	
Second	201ME	Media Economics	Core	√					√					√	
	202EL	English Language	Core	√					√					√	
	203MR	Methodology Research	Core	√					√					√	
	204PEII	Press Editorial: Interview & Investigation	Core	√					√					√	

	205SCM	Social Psychology in Media Studies	Core	√					√					√	
	206ML	Media Language	Core	√					√					√	
	207CT	Computer Technologies	Core	√					√					√	
	208OC	Political Communication	Core	√					√						
	209CT	Communication Theories	Core	√					√						
Third	301MRM	Media Research Methods & Statistics	Core	√					√						
	302PO	Public Opinion	Core	√					√						
	303MDL	Media Discourse Language	Core	√					√						
	304EL	English Language	Core	√					√					√	
	305IJ	Investigative Journalism	Core	√					√					√	
	306IT	Information Technology	Core	√					√					√	
	307PE	Press Editing: Article & Column	Core	√					√					√	
	308AIP	Arab and International Press	Core	√					√					√	
	309ML	Media Legislation & Ethics	Core	√					√					√	
	310MRM	Media Research Methods	Core	√					√					√	

Fourth	401ALML	Arabic Language Media Literature	Core	√					√					√	
	402EL	English Language	Core	√					√					√	
	403PD	Press Directing	Core	√					√					√	
	404APM	Administration Planning & Media	Core	√					√					√	
	405AP	Advertisement of Press	Core	√					√					√	
	406SJ	Specific Journalism	Core	√					√					√	
	407EP	Electronic Press	Core	√					√					√	
	408PPW	Propaganda & Psychological Warfare	Core	√					√					√	
	409GR	Graduation Research	Core	√					√					√	

1- Course Name : The Ba'ath Party crimes in Iraq	
2- Course code:	
3- Semester / Year : 2025-2015	
4- Date of description : 5/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units 60 hours annually	
7- Course Coordinator Name (If more than one, mention all)	
Name : Assias. Dr. Abdulhadi Qasim Al-Baidhani E-mail:	
8- Course Objectives:	
Course Objectives	1. Creating Comprehensive Awareness of Ba'ath Party Behaviors During Its Rule Understanding Psychological and Social Effects:. 2. Educating Students on Ba'ath Party Crimes and Abuse of Power. 3. Educating Students on High Criminal Court Decisions Regarding Saddam Hussein and His Associates
9- Teaching and Learning Strategies	
Strategies	1. Student-Centered Learning Educating Students on Ba'ath Party Crimes and Abuse of Power. 2. Problem-Based Learning (PBL) 3. Cooperative Learning

10- Methods of Evaluation:

Grade Distribution from 100 Based on Assigned Tasks for Students, such as Daily Preparation, Daily Tests, Oral Exams, Monthly and Written Exams, Reports, etc.

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Concept of Crimes	Explanation and Discussion	
second	2	Knowledge Acquisition	Types of Crimes	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in the Lecture
third	2	Knowledge Acquisition	Types of International Crimes	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in the Lecture

fourth	2	Knowledge Acquisition	Decisions issued by the High Criminal Court.	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
fifth	2	Knowledge Acquisition	Psychological and Social Crimes	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
sixth	2	Knowledge Acquisition	Basic Duties of the State and Its Three Levels	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
seventh	2	Knowledge Acquisition	Mechanisms of Psychological Crimes	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
eighth	2	Knowledge Acquisition	Effects of Psychological Crimes	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture

ninth	2	Knowledge Acquisition	Social Crimes	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
tenth	2	Knowledge Acquisition	Militarization of Society	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
eleventh	2	Knowledge Acquisition	The Ba'ath Regime's Stance on Religion	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture
twelfth	2	Knowledge Acquisition	The Ba'ath regime's violations of Iraqi laws	Explanat ion and Discussi on	Granting Grades to Participants and Conducting Daily Tests in the Lecture

thirteenth	2	Knowledge Acquisition	Some Decisions on the Political and Military Violations of the Ba'ath Regime	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in the Lecture
fourteenth	2	Knowledge Acquisition	Locations of Prisons and Detention Centers of the Ba'ath Regime	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in the Lecture
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Environmental Crimes of the Ba'ath Regime in Iraq	Explanation and Discussion	Granting Grades to Participants

second	2	Knowledge Acquisition	War, Radiation Pollution, and Landmine Explosions	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures
third	2	Knowledge Acquisition	Radiation Pollution	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures
fourth	2	Knowledge Acquisition	Halabja chemical attack	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures
fifth	2	Knowledge Acquisition	Destruction of Cities and Villages (Scorched Earth Policy)	Explanation and Discussion	Granting Grades to Participants
sixth	2	Knowledge Acquisition	The Crime of Draining the Marshlands	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures

seventh	2	Knowledge Acquisition	Bulldozing Palm Groves and Orchards	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures
eighth	2	Knowledge Acquisition	Mass Grave Crimes	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures
ninth	2	Knowledge Acquisition	Mass Grave Crimes Committed by the Ba'ath Regime	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures
tenth	2	Knowledge Acquisition	Chronological Classification of Mass Graves in Iraq (1969-2003)	Explanation and Discussion	Granting Grades to Participants and Conducting Daily Tests in Lectures

13-Learning and Teaching Resources

1- Required Textbook (if any)	A booklet prepared by the subject teachers.
2- Key references (resourced)	1. Hussein Alawy Al-Ziyadi, Dr. Abbas Atiyah Al-Quraishi, "The Environmental Crimes of the Ba'ath Regime in Iraq,"

	Publisher: The Iraqi Center for Documenting Extremism Crimes, Al-Kafeel Printing Press, 1st Edition, Holy Karbala, 2023. 2. Salim Matar, "The Iraqi Environmental Encyclopedia," First Arabic Edition, 2010. 3. The Archive of the Iraqi Center for Documenting Extremism Crimes at the Holy Al-Abbas Shrine.
Books , references recommended (magazines and scientific reports)	-
Electronic Resources / web sites	-

نموذج وصف المقرر

1- Course Name : Journalistic Editing	
2- Course code:	
3- Semester / Year : First and Second Semester 2025-2026	
4- Date of description : 7/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 90 hours annually (60 hours theoretically) and (30 hours practically)	
7- Course Coordinator Name (If more than one, mention all)	
E-mail: mohammed.a.mukhlif@aliraqia.edu.iq Name: Assistant Professor Dr. Mohammad Ahmed Al-Zubaie E-mail: ahmeddb730@gmail.com Name: Assistant Professor Dr. Ahmed Mouloud Al-Hayali	
8- Course Objectives:	
Course Objectives	First: knowledge goals: Explain for the students with the concept of News Reporting . - News Editing , News Reports and Coverage, Journalistic Values , Importance of News Values Second : skill goals related to the course: 1--practical training to edit journalistic news and journalistic report. 2- practical training how to use the six questions in news composing. 3- practical training on composing news headlines. 4- Encouraging Students to Publish in the College Newspaper

9- Teaching and Learning Strategies

Strategies

1. the way of discussion and argument
2. practical training
3. the way of question & answer.
4. semester and daily exams.

10- Course Evaluation:

20 First Semester Marks (5 Practical, 15 Theoretical)

20 Second Semester Marks (5 Practical, 15 Theoretical)

60 Final Exam Marks (20 Practical, 40 Theoretical)

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	The Concept of News Reporting	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
Second	2	Knowledge Acquisition	Improving the Concept of News Reporting	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
third	2	Knowledge Acquisition	Characteristics and types of News Reporting:	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
fourth	2	Knowledge Acquisition	The resources of news reporting	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
fifth	2	Knowledge Acquisition	The five-questions of news reporting	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
sixth	2	Knowledge Acquisition	Technical Formats for News Reporting	Explanation & discussion	Giving grades
	1	Skills improvement	Practical	Training	Encouraging

			activity	& practical examples	g participants
seventh	2	Knowledge Acquisition	How to Write a News Article and Linguistic Rules for News Editing	Explanat ion & discussi on	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouragin g participants
Eighth	2	Knowledge Acquisition	Guidelines for Writing News	Explanat ion & discussi on	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouragin g participants
ninth	2	Knowledge Acquisition	Writing headlines of news reporting	Explanat ion & discussi on	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouragin g participants
tenth	2	Knowledge Acquisition	Mechanisms for utilizing Images in News Reporting	Explanat ion & discussi on	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouragin g participants
eleventh	2	Knowledge Acquisition	News values	Explanat ion & discussi on	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouragin g participants
twelfth	2	Knowledge Acquisition	Factors Influencing News Values	Explanat ion & discussi	Giving grades

				on	
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
Thirteenth	2	Knowledge Acquisition	News Coverage	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
fourteenth	2	Knowledge Acquisition	Skills for news editing	Explanation & discussion	Giving grades
	1	Skills improvement	Practical activity	Training & practical examples	Encouraging participants
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm practical Exam	Presenting projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	The concept of Journalistic Report	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
second	2	Knowledge Acquisition	Features & characteristic of journalistic report	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
third	2	Knowledge Acquisition	Kinds of journalistic reports	Explanation & discussion	Giving grades

				on	
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
fourth	2	Knowledge Acquisition	Journalistic report and its relation with arts	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
fifth	2	Knowledge Acquisition	Art of writing journalistic report	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
sixth	2	Knowledge Acquisition	Practical applications for report writing	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
seventh	2	Knowledge Acquisition	The news in e-journalism	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
eighth	2	Knowledge Acquisition	Pros & cons of e-publishing	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
ninth	2	Knowledge Acquisition	Artistic formula to release news in e-journalism	Explanation & discussion	Giving grades

	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
tenth	2	Knowledge Acquisition	Rules of e-news writing	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
eleventh	2	Knowledge Acquisition	Steps for composing e-news	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
twelfth	2	Knowledge Acquisition	Principles of e-editing	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
thirteenth	2	Knowledge Acquisition		Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
fourteenth	2	Knowledge Acquisition	Techniques & tools of e-editing	Explanation & discussion	Giving grades
	1	Skills Acquisition	Practical activity	Training & practical examples	Encouraging participants
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm practical Exam	Presenting projects	

Additional Teaching Resources

Text books	Study book of courses and syllables endorsed by the ministry (prepared by the arranged by the Assistant Professor Dr. Mohammad Ahmed Al-Zubaie) and Assistant Professor Dr. Ahmed Mouloud Al-Hayali for the scademic year 2025-2026
References	- Abdul Latif Hamza / entrance to the art of journalistic editing, Cairo , - Anglo-Egyptian Library sec.flo.,2002 - Adeeb Khaddour , principles of journalistic editing , Damascus , - university of Damascus Lcollege of arts , 2010-2011. - Jamal Abd Namoos Al-kaishi, news in e-journals ,Al-niqash publishing - house , Amman 2013. - Abdul Sattar Jwad , the art of news writing , Majdalawi publishing - house , Amman , Jordan 2002
Under Books and	- Fadil Muhamad Al-Badrany , the bases of Electronic Press and TV Editing , Albaya House , Amman 2014 - Muhamaed Abdul Hameed Al- Saed Bahnasy , The influence of Journal Photography . Theory and application , Book world , Cairo , 2004 - Salah Abdul Hameed,Art of Journalistic Editing , Teeba institution for publishing and distribution , Cairo , 2017. - Shareef Darweesh Allabban , e-journalism studies in Interactivity and Website Design , Lebanese & Egyptian House, Cairo, 2005. - Hassn Emad Makawi, communication technology in information era , Lebanese & Egyptian House, 2005.
ces, Websites, etc.	https://cajogroup.com/wp-content/uploads/2025/03/%D9%81%D9%86-%D8%A7%D9%84%D8%AA%D8%AD%D8%B1%D9%8A%D8%B1-%D8%A7%D9%84%D8%B5%D8%AD%D9%81%D9%8A.pdf The Art of Journalistic Editing Dr. Laila Abdel-Mageed

Course Description Template Social Psychology in Media Studies

1- Course Name : Social Psychology in Media Studies	
2- Course code:	
3- Semester / Year : first and second semester	
4- Date of description : 2/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units 60 hours annually / (30) study unit	
7- Course Coordinator Name (If more than one, mention all)	
Name : Prof.. Dr. Hani Ahmed Younis E-mail: hani.a.yonis@aliraqia.edu.iq Name: Assis. Lecturer Haneen Tariq Hameed Email: haneen.t.hameed@aliraqia.edu.iq	
8- Course Objectives:	
Course Objectives	1. Creating General Knowledge of the Concept of Media Psychology and Its Related Aspects. 2. Defining the Foundations, Concepts, Theories, and Applications of Media Psychology for Students. 3- Defining Supporting Terminology for Media Psychology in Media Organizations 4- Defining the Components, Advantages, Characteristics, and Influencing Factors of Media Psychology for Students
9- Teaching and Learning Strategies	

Strategies

1. Participation in the Classroom:.
- 2- Assignments and Exercises for Students Cooperative Learning.
- 3- Daily and Periodic Exams.
- 4- Reading Textbooks and Course Materials.
- 5- In-Class and Out-of-Class Activities.

6- Methods of Evaluation:**Grading Scheme****First Semester (Total: 20 Marks)**

- **Participation:** 5 Marks
- **Attendance:** 5 Marks
- **Theoretical Exam:** 10 Marks

Second Semester (Total: 20 Marks)

- **Participation:** 5 Marks
- **Attendance:** 5 Marks
- **Theoretical Exam:** 10 Marks

Final Exam (Total: 60 Marks)

- **Theoretical Exam:** 60 Marks

7- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	1	Knowledge Acquisition	Introduction to Media Psychology	Explanation and Discussion and application	Grading Participants

second	1	Knowledge Acquisition	Concept of Media Psychology and Its Distinguishing Features	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
third	1	Knowledge Acquisition	Stages in the Development of Media Psychology	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
fourth	1	Knowledge Acquisition	Relationship Between Media Psychology and Other Fields of Psychology	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
fifth	1	Knowledge Acquisition	Objectives of Media Organizations in the Context of Media Psychology	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
sixth	1	Knowledge Acquisition	Psychology of Print, Audio, and Visual Media	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture

seventh	1	Knowledge Acquisition	Theoretical and Practical Approaches to Media Effects	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
eighth	1	Knowledge Acquisition	Types and Classifications of Media Audiences	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
ninth	1	Knowledge Acquisition	Types of Psychology for Print and Audio Media	Explanation and Discussion and application	Grading Participants
tenth	1	Knowledge Acquisition	Psychological Effects of the Internet and Television	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture

eleventh	1	Knowledge Acquisition	Values and Attitudes in Media Psychology	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
twelfth	1	Knowledge Acquisition	Communication in Media Psychology	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
thirteenth	1	Knowledge Acquisition	Constructing and Organizing Media Messages	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture

fourteenth	1	Knowledge Acquisition	The Media Message and Its Impact on Individual Behavior and Psychology	Explanat ion and Discussi on and applicati on	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
fifteenth	1	Knowledge measuring	Theoretical Midterm Exam	Sample Question s and Tests	Applying Standards for Theoretical and Practical Exams
		skill measuring	Practical Midterm Exam	Project Presenta tion	
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation

first	1	Knowledge Acquisition	Appeals in Media Messages for Public Relations Campaigns	Explanation and Discussion	Granting Grades to Participants
second	1	Knowledge Acquisition	Effects of Receiving Media Messages		Grading Participants and Conducting Daily Quizzes on the Previous Lecture
third	1	Knowledge Acquisition	Psychological Stress and Burnout in Media Work	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
fourth	1	Knowledge Acquisition	Stages of facing Psychological Stress	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
fifth	1	Knowledge Acquisition	Types of Psychological Stress	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture

sixth	1	Knowledge Acquisition	Sources of Psychological Stress	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
seventh	1	Knowledge Acquisition	Internal Psychological Events and Problems	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
eighth	1	Knowledge Acquisition	Technological and Media Developments and the Requirements of Globalization	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
ninth	1	Knowledge Acquisition	Social Conditions, Problems, and Life Events	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
tenth	1	Knowledge Acquisition	Indicators of Stress and Work Pressure in Media Work	Explanation and Discussion and application	Granting Grades to Participants

Eleventh	1	Knowledge Acquisition	Burnout Among Media Professionals	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
Twelfth	1	Knowledge Acquisition	Concept and Definition of Media Personality	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
Thirteenth	1	Knowledge Acquisition	Role of Human Behavior in Media Work	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
Fourteenth	1	Knowledge Acquisition	Cognitive and Behavioral Approaches in Media Psychology	Explanation and Discussion and application	Grading Participants and Conducting Daily Quizzes on the Previous Lecture
Fifteenth	1	Knowledge measuring	Theoretical Midterm Exam	Sample Questions and Tests	Applying Standards for Theoretical and Practical Exams
		skill measuring	Practical Midterm Exam	Project Presentation	

13-Learning and Teaching Resources

1- Required Textbook	A booklet prepared by the subject teachers.
2- Key references (resourced)	1. Principles of Education and Psychology / Dr. Ahmed Ezzat Rajeh 2. Ahmed Mohammad Al-Zoubi /

	Foundations of Social Psychology
Books , references recommended (magazines and scientific reports)	1. Arnouf and Wittig / Introduction to Psychology / Translated by Adel Ezzedine and others. 2. Adnan Yaseen / Contemporary Civil Society and Structural Issues and Empowerment Options
Electronic Resources / web sites	https://alnakhil.org/archives/3135 https://tisri.org/ar/?id=8mtz24lr

نموذج وصف المقرر

1- Course Name : Digital Technologies	
2- Course code:	
3- Semester / Year : First and Second Semester	
4- Date of description : 2/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 90 hours annually	
7- Course Coordinator Name (If more than one, mention all)	
E-mail: ibtehal125@gmail.com Name: Assistant Lecturer Ibtihaal Shaakir Mahmoud	
8- Course Objectives:	
Course Objective	1• Introduce the student to the most important digital technologies needed in their field of specialization and some application programs. 2• Introduce the student to Adobe Photoshop, how to use it, and employ it in their field of specialization. 3• Teach the student how to process images using Photoshop. 4• Teach the student how to design with Photoshop. 5• Introduce the student to Adobe Premiere, how to use it, and employ it in their field of specialization. 6• Introduce the student to the concept of video editing and how to create visual or audio montages. 7• Define the concept of communication technology in media and the use of information in the media field

	.
9- Teaching and Learning Strategies	
Strategies	1. Participation in the classroom. 2. Assignments and exercises required from the student. 3. Daily and semester exams. 4. Reading books and course materials. 5. Exercises and activities during and outside lectures.
10- Course Evaluation: 20 First Semester Marks (5 Practical, 15 Theoretical) 20 Second Semester Marks (5 Practical, 15 Theoretical) 60 Final Exam Marks (20 Practical, 40 Theoretical)	

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Definition of Adobe Photoshop and definition of the main work page and the existing ribbons	Explanation & discussion & application	Giving grades for the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
Second	2	Knowledge Acquisition	Organizing, Arranging, Formatting, Uses, and Processes of a Photo	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Cartoon Drawing and Accompanying Comments	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	Correcting Image Flaws	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement

					ment Incentives
fifth	2	Knowledge Acquisition	Comprehensive Program Review	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
sixth	2	Knowledge Acquisition	Definition of Adobe Premiere and Overview of the Main Interface	Explanation, Discussion, and Application	Providing Incentives for the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
seventh	2	Knowledge Acquisition	playing Video, Audio, and Images in Adobe Premiere	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
Eighth	2	Knowledge Acquisition	Explanation of the Program lists	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Separating Audio from Video and Adding New Audio to the Video	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily

					Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	Speeding Up and Slowing Down Video Playback and Using Filters	Explanation, Discussion, and Application	Granting Grades to Participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Adding Transition tracks to Video	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Adding Text to Video	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
thirteenth	2	Knowledge Acquisition	Working with Both Photoshop and Premiere Together	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives

fourteenth	2	Knowledge Acquisition	Reviewing Commands in Adobe Premiere	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm practical Exam	Presenting projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	The Benefits of Modern Communication Technology in Media	Explanation and Discussion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
second	2	Knowledge Acquisition	Practical Applications of Modern Communication Technology in Media	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Functions of Modern Communication Technology in Media	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous

					Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
fourth	2	Knowledge Acquisition	Questions Raised by Communicati on Technology About Traditional Media Work	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
fifth	2	Knowledge Acquisition	Utilizing Information in Media Work	Explana tion, Discussi on, and Applica tion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
sixth	2	Knowledge Acquisition	Practical Applications for Utilizing Information in Media	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
seventh	2	Knowledge Acquisition	Characteristi cs of Journalistic Information	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
eighth	2	Knowledge Acquisition	Practical Applications of Utilizing	Explana tion, Discussi	Granting Grades to Participant

			Good Journalistic Information Characteristics in Media Work	on, and Application	s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	A Historical Overview of the Emergence of Internet Networks	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	Phenomena and Media Issues Raised by the Internet	Explanation, Discussion, and Application	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Practical Applications of Utilizing the Internet in Media Work	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Concept and Characteristics of Electronic Publishing	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
thirteenth	2	Knowledge Acquisition	Concept of the E-Book and Practical Applications of Electronic Publishing Mechanisms	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
fourteenth	2	Knowledge Acquisition	Practical Applications of Essential Software in Media Work	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questio ns and Tests	Applying criteria for Theoretical
	1	Measuring skills	Midterm practical Exam	Presenti ng projects	and Practical Testing

13-Learning and Teaching Resources

1- Required Textbooks	A Course Handbook Prepared by the Instructor
2- Primary References (Sources)	Katrin Eismann, "Photo Retouching and Image Correction with Photoshop," translated by the Arab Scientific Publishers, Beirut, 2002. Maher Odeh Al-Shamaila and Others, "Media and Communication Technology," Dar Al-Ishaar Al-Ilmi Publishing and Distribution, Amman, 2015.
3- Recommended Books and References (Scientific Journals,	Hazem Falah Sakaik, "Learn Film Editing and Montage."

Reports, etc.)	Nadia Said Jaroudi, "Photoshop for Design and Advertising," Arab Scientific Publishers, Beirut, 2008.
4- Online References, Websites, etc.	https://www.udemy.com/course/udemyblaraby/

نموذج وصف المقرر

1- Course Name : Communication Theories	
2- Course code:	
3- Semester / Year : First and Second Semester	
4- Date of description : 5/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 60 hours annually	
7- Course Coordinator Name (If more than one, mention all)	
E-mail : osamah.f.mohammed@aliraqia.edu.iq Name: Dr. Osama Fadel Al-Badrani.	
8- Course Objectives:	
Course Objectives	Objectives for Communication Studies: 1. Creating General Knowledge of Communication Basics: ○ Focus: Highlight fundamental definitions and modern theories of communication, along with the historical stages of its development. ○ Goal: Equip students with a foundational understanding of communication as a field of study. 2. Providing an Overview of Major Communication Theories: ○ Focus: Present key communication theories to students. ○ Goal: Enable students to correctly apply these theories in academic research and studies. 3. Highlighting Each Historical Period of Communication: ○ Focus: Examine significant historical periods of communication development and the primary means of communication used in each era. ○ Goal: Offer a comprehensive understanding of the evolution of communication methods over time. 4. Educating Students on the Importance of Communication

	in Everyday Life: ○ Focus: Emphasize the role and significance of effective communication in daily interactions and public life. ○ Goal: Help students recognize the critical importance of communication skills in personal and professional contexts.
9- Teaching and Learning Strategies	
Strategies	1• Teaching students skills related to the latest communication theories and their developments. 2• Theoretical discussions by students through presentations on mass communication topics, designed to align with the content. 3• Preparing a final project where students integrate all they have learned from various communication subjects. 4. Reading Assigned Books and Course Materials 5• Exercises and activities during and outside of lectures. 6. Educational Videos for Course Topics
10- Course Evaluation: 20 First Semester Marks (5 Practical, 15 Theoretical) 20 Second Semester Marks (5 Practical, 15 Theoretical) 60 Final Exam Marks (20 Practical, 40 Theoretical)	

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Definition of Communication Theories	Explanation & discussion	Giving grades for the participants
	1	Skills Acquisition	Types of Communication	Explanation & discussion	Providing Encouragement Incentives
Second	2	Knowledge Acquisition	Elements of Communication	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Characteristics of Effective Communication	Training skills	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Direct Effects Theories	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Daily quiz	Training skills	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	Magic Bullet Theory (Hypodermic Needle Theory)	Two-Step Flow Theory of Communication	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Cultivation Theory	Training skills	Providing Encouragement Incentives
fifth	2	Knowledge Acquisition	Two-Step Flow Theory	Explanation,	Granting Grades to

			of Communication	Discussion, and Application	Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Levels of Communication	Training skills	Providing Encouragement Incentives
sixth	2	Knowledge Acquisition	The Need for Communication	Explanation, Discussion, and Application	Providing Incentives for the participants
	1	Skills Acquisition	The Importance of Face-to-Face Personal Communication	Training skills	Providing Encouragement Incentives
seventh	2	Knowledge Acquisition	Spiral of Silence Theory	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Gatekeeping Theory	Training skills	Providing Encouragement Incentives
Eighth	2	Knowledge Acquisition	Electronic Gatekeeping Theory	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Discussion Lecture on the Advantages of Communication	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Audience Exposure to Mass Communication Media	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting

				tion	Daily Exams on the Previous Lecture
	1	Skills Acquisition	Stages or Evolution of Communication	Trainin g skills	Providing Encourage ment Incentives
tenth	2	Knowledge Acquisition	Characteristi cs of a Theory	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s
	1	Skills Acquisition	Definition of a Model	Trainin g skills	Providing Encourage ment Incentives
eleventh	2	Knowledge Acquisition	Definition of a Communicati on Model	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Functions of the Model	Trainin g skills	Providing Encourage ment Incentives
twelfth	2	Knowledge Acquisition	Spreading of Innovations Theory	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Daily quiz	Trainin g skills	Providing Encourage ment Incentives
thirteenth	2	Knowledge Acquisition	Discussion Session on the Importance of Communicati on in Society	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Discussion with Students on Modern	Trainin g skills	Providing Encourage ment

			Communicati on Theories		Incentives
fourteenth	2	Knowledge Acquisition	Moderate Effects Theories	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
		Skills Acquisition	Active Effects Theories	Trainin g skills	Providing Encourage ment Incentives
fifteenth	2	Measuring Knowledge	McLuhan's Technological Determinism Theory	Questio ns and Tests	Applying criteria for Theoretical and Practical Testing
		Measuring skills	Midterm theoretical Exam	Presenti ng projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	McLuhan's Technological Determinism Theory	Explana tion and Discussi on	Granting grades to the participants
	1	Skills Acquisition	Selective Processes in Communicati on	Trainin g skills	Providing Encourage ment Incentives
second	2	Knowledge Acquisition	Source- Centered Communicati on Theories	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Direct Effects Theories	Trainin g skills	Providing Encourage ment Incentives
third	2	Knowledge Acquisition	The Magic Bullet Theory	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the

					Previous Lecture
	1	Skills Acquisition	Theories of Indirect Influence	Training skills	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	Two-Step Flow Theory	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Agenda-Setting Theory	Training skills	Providing Encouragement Incentives
fifth	2	Knowledge Acquisition	Theories of Powerful Effects	Explanation, Discussion, and Application	Granting grades to the participants
	1	Skills Acquisition	Theory of Passing Traditional Society	Training skills	Providing Encouragement Incentives
sixth	2	Knowledge Acquisition	McLuhan's Theory	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Schram Wilber theory	Training skills	Providing Encouragement Incentives
seventh	2	Knowledge Acquisition	Concept of the Sender in Communication	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Characteristics of the Sender	Training skills	Providing Encouragement Incentives
eighth	2	Knowledge Acquisition	Gatekeeping Theory	Explanation,	Granting Grades to

				Discussion, and Application	Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	News Values	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Electronic Gatekeeping	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Ethics of Media Work in the New Digital Environment	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	Discussion Session	Explanation, Discussion, and Application	Granting grades to the participants
	1	Skills Acquisition	Conditions for a Successful Mass Communication Message	Training skills	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Conditions for a Successful Mass Communication Message	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Discussion and Explanation Among Students About Communication	Training skills	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Persuasion Techniques in Communication	Explanation, Discussion	Granting Grades to Participant

			on Messages	on, and Applica tion	s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Concept of Appeal and Its Types	Trainin g skills	Providing Encourage ment Incentives
thirteenth	2	Knowledge Acquisition	Factors Influencing the Effectiveness of Communicati on Components	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Factors Influencing Source Effectiveness	Trainin g skills	Providing Encourage ment Incentives
fourteenth	2	Knowledge Acquisition	Factors Influencing Message Effectiveness	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
		Skills Acquisition	Persuasion Techniques in Communicati on Messages	Trainin g skills	Providing Encourage ment Incentives
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questio ns and Tests	Applying criteria for Theoretical and Practical Testing

13-Learning and Teaching Resources

1- Required Textbooks	A Course Handbook Prepared by the Instructor
2- Primary References (Sources)	1. Hassan Imad Makawy and Layla Hussein, "Communication and Its Contemporary Theories," Cairo,

	Egyptian Lebanese House, 2007. 2. Yousra Khalil Ibrahim and Fatima Abdul Qasim Hamad, "Communication Theories," Baghdad, Al-Dar Al-Bayda Press, 2018.
3- Recommended Books and References (Scientific Journals, Reports, etc.)	Bassem Abdul Rahman Al-Mashaakbeh, "Communication Theories," Osama House, 2015.
4- Online References, Websites, etc.	
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نموذج وصف المقرر

1- Course Name : Public Opinion	
2- Course code:	
3- Semester / Year : First and Second Semester	
4- Date of description : 5/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 60 hours annually	
7- Course Coordinator Name (If more than one, mention all)	
E-mail : osamah.f.mohammed@aliraqia.edu.iq Name: Dr. Osama Fadel Al-Badrani.	
8- Course Objectives:	
Course Objectives	1• Creating General Knowledge about Public Opinion: Public opinion is the ultimate and most crucial consensus reached by a specific group in society after a series of opinions, stances, and discussions among them. 2• Optimal Utilization for Students: Understanding the best ways for students to benefit from the subject of public opinion, enabling them to convey their experiences to society and use them to achieve noble goals. 3• Introducing Public Opinion Components: Educating students about the elements of public opinion and the necessary means to shape it positively within a democratic environment that accommodates diverse perspectives. 4• Highlighting Key Figures: Shining a light for students on the types of people who shape public opinion, whether they are political, social, scientific, or community elites.

5• Empowering Students to Create Societal Awareness: Emphasizing the importance of creating societal, democratic, and cultural awareness among students to cultivate an elite public opinion.

9- Teaching and Learning Strategies

Strategies

- 1• Monitoring the Execution of Assignments: Follow-up on the progress of assignments and handle them with accuracy.
- 2• Forming Small Student Groups: Create small groups of students to exchange opinions and discussions.
- 3• Opening Discussion and Dialogue: Open the door for discussion and dialogue on some topics in a way that ensures everyone's participation and helps them get used to hearing different opinions.
- 4• Daily and Semester Exams: Conduct daily and semester examinations.
- 5• Training and Activities: Conduct training and activities during and outside lectures.

10- Course Evaluation:

20 First Semester Marks (5 Practical, 15 Theoretical)

20 Second Semester Marks (5 Practical, 15 Theoretical)

60 Final Exam Marks (20 Practical, 40 Theoretical)

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Types of Public Opinion	Explanation & discussion	Giving grades for the participants
	1	Skills Acquisition	A Historical Overview of Public Opinion and Its Use by Ancient Civilizations	Explanation & discussion	Providing Encouragement Incentives
Second	2	Knowledge Acquisition	Shading light on Public Opinion in the Modern Era	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Understanding Public Opinion Laws	Training skills	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Understanding Factors Shaping Public Opinion	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Understanding the Types of Rumors, One of the Components of Public Opinion Formation	Training skills	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	Understanding Methods to Combat Rumors	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

	1	Skills Acquisition	Daily Quiz	Trainin g skills	Providing Encourage ment Incentives
fifth	2	Knowledge Acquisition	Classification of Public Opinion According to Publicity Criteria	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Classification of Public Opinion According to Size Criteria	Trainin g skills	Providing Encourage ment Incentives
sixth	2	Knowledge Acquisition	The Need for Communicati on	Explana tion, Discussi on, and Applica tion	Providing Incentives for the participants
	1	Skills Acquisition	The Importance of Face-to- Face Personal Communicati on	Trainin g skills	Providing Encourage ment Incentives
seventh	2	Knowledge Acquisition	Types of Public Opinion According to Latent and Manifest Opinion	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Daily quiz	Trainin g skills	Providing Encourage ment Incentives
Eighth	2	Knowledge Acquisition	Understandin g the Manifestation s of Public Opinion	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Functions of Public Opinion	Trainin g skills	Providing Encourage ment Incentives

ninth	2	Knowledge Acquisition	Social Functions of Public Opinion	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Scientific bases for Measuring Public Opinion	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	The Importance of Measuring Public Opinion Trends and Measurement Challenges	Explanation, Discussion, and Application	Granting Grades to Participants
	1	Skills Acquisition	Discussion-Based Lecture	Training skills	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Measuring Public Opinion and the Climate of Democracy	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Daily quiz	Training skills	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Functions of Public Opinion Research	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Discussion-Based Lecture	Training skills	Providing Encouragement Incentives
thirteenth	2	Knowledge Acquisition	Methods for Measuring Public Opinion	Explanation, Discussion, and	Granting Grades to Participants and Conducting

				Applica tion	Daily Exams on the Previous Lecture
	1	Skills Acquisition	Methods for Measuring Public Opinion	Trainin g skills	Providing Encourage ment Incentives
fourteenth	2	Knowledge Acquisition	Midterm Theoretical Exam	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
		Skills Acquisition	Topics for Measuring Public Opinion	Trainin g skills	Providing Encourage ment Incentives
fifteenth	2	Measuring Knowledge	Discussion- Based Lecture on the Importance of Public Opinion	Questio ns and Tests	Applying criteria for Theoretical and Practical Testing
		Measuring skills	Midterm Theoretical Exam	Presenti ng projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	Understandin g Stable and Changing Public Opinion	Explana tion and Discussi on	Granting grades to the participants
	1	Skills Acquisition	Understandin g Types of Public Opinion	Trainin g skills	Providing Encourage ment Incentives
second	2	Knowledge Acquisition	Daily quiz	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture

	1	Skills Acquisition	Lecture: The Role of Intellectuals and the Elite in Shaping Public Opinion	Trainin g skills	Providing Encourage ment Incentives
third	2	Knowledge Acquisition	The Importance of Rumors in Disseminating Public Opinion	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Data and Information Transfer Process from Another Program	Trainin g skills	Providing Encourage ment Incentives
fourth	2	Knowledge Acquisition	The Importance of Referendums, Surveys, and Content Analysis in Measuring Public Opinion	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Daily quiz	Trainin g skills	Providing Encourage ment Incentives
fifth	2	Knowledge Acquisition	Discussion-Based Lecture on Local Public Opinion Examples	Explana tion, Discussi on, and Applica tion	Granting grades to the participants
	1	Skills Acquisition	Functions of Public Opinion Research	Trainin g skills	Providing Encourage ment Incentives
sixth	2	Knowledge Acquisition	Daily quiz	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Functions of Public	Trainin g skills	Providing Encourage

			Opinion Research		ment Incentives
seventh	2	Knowledge Acquisition	Discussion-Based Lecture	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Scientific bases for Measuring Public Opinion	Training skills	Providing Encouragement Incentives
eighth	2	Knowledge Acquisition	Public Opinion and the Democratic Environment	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Public Opinion and the Democratic Environment	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Stable and Changing Public Opinion in a Local Context	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Criteria for the Strength of Public Opinion	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	Discussion Forum	Explanation, Discussion, and Application	Granting grades to the participants
	1	Skills Acquisition	The Importance of Public Opinion for the Governing Authority	Training skills	Providing Encouragement Incentives

eleventh	2	Knowledge Acquisition	The Nature of Public Opinion	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Discussion Among Students About Communication	Training skills	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	The Importance of Public Opinion for the General Public	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	theoretical test	Training skills	Providing Encouragement Incentives
thirteenth	2	Knowledge Acquisition	Public Opinion and Its Role in Boosting Morale During Wars	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Public Opinion and Its Role in Boosting Morale During Wars	Training skills	Providing Encouragement Incentives
fourteenth	2	Knowledge Acquisition	Tools for Measuring the Strength of Public Opinion	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
		Skills Acquisition	Constants of Public Opinion	Training skills	Providing Encouragement Incentives

fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing

13 -Learning and Teaching Resources

1- Required Textbooks	A Course Handbook Prepared by the Instructor
2- Primary References (Sources)	1. Dr. Abdul Karim Al-Dubaissy, Public Opinion: Factors of Formation and Methods of Measurement, Amman, Dar Al-Maysara for Publishing and Distribution, 2nd Edition, 2016. 2. Alfred Sauvy, Public Opinion, Dar Damascus for Printing, Publishing, and Distribution, 1962. 3. Sobhi Aseelah, The Book of Public Opinion, Cairo, Dar Al-Nahda, 2007..
3- Recommended Books and References (Scientific Journals, Reports, etc.)	Dr. Butros Hallaq, Public Opinion and Methods of Measurement, Syrian Virtual University, 2020.
4- Online References, Websites, etc.	

نموذج وصف المقرر

1- Course Name : Journalism history	
2- Course code: history of journalism	
3- Semester / Year : First and Second Semester	
4- Date of description : 6/10/2025	
5- Available Attendance Modes: in-person weekly	
6- Total Study Hours / Units (60 hours) / 2 units	
7- Course Coordinator Name (If more than one, mention all)	
E-mail: Name : Assistant Professor Dr. Othman Mohammed E-mail: rasool.a.husain@aliraqia.edu.iq Name: Assistant Lecturer Rasool Alwan	
8- Course Objectives:	
Course Objectives	1• Introducing the student to the concept of the history of journalism and its importance in society. 2• Educating the student on the correct scientific concept of the history of journalism and how to apply it in society. 3• Highlighting the importance of the history of journalism and its utilization in their field of specialization. 4• Defining the concept of the history of journalism in media and employing information in the field of media work.
9- Teaching and Learning Strategies	
Strategies	A - Cognitive Objectives:

1. Introducing the concept of press advertising and the skill of applying it correctly.
2. Participation in classroom activities.
3. Assignments and preparations required from the student.
4. Daily and periodic exams.
5. Reading the books and materials related to the curriculum.
6. Trainings and activities during and outside the lecture.

10- Course Evaluation:

5 marks (daily homework)

5 marks (daily exam)

5 marks (monthly exam)

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
1	2	Knowledge Acquisition	The Concept of Journalism	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
2	2	Knowledge Acquisition	Newspaper	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures

3	2	Knowledge Acquisition	Magazine	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
4	2	Knowledge Acquisition	Characteristics of Journalism	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
5	2	Knowledge Acquisition الى هنا وصلت علاوي	Main Functions of Journalism	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
6	2	Knowledge Acquisition	Main Tasks of Journalism	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
7	2	Knowledge Acquisition	The Origins and Evolution of Journalism in Ancient Times	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures

8	2	Knowledge Acquisition	The Emergence of Printing	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
9	2	Knowledge Acquisition	Printing and the Health Revolution	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
10	2	Knowledge Acquisition	Introduction to the Origins and Evolution of Journalism in Ancient Times	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
11	2	Knowledge Acquisition	The Emergence of Mass Journalism	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures

12	2	skill Acquisition	Commercial Newspapers and Yellow Journalism	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
13	2	skill Acquisition	The Emergence and Evolution of Modern Journalism in the Arab World	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
14	2	Knowledge Acquisition	the most influential Arabic newspapers	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
15	2	First Semester exam			
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
16	2	Knowledge Acquisition	The Emergence and Evolution of Journalism in Iraq	Lecturing, Explaining, and Discussion	Granting grades to the participants

17	2	Knowledge Acquisition	Al-Zawraa newspaper	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
18	2	skill Acquisition	Al-Musel newspaper	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
19	2	Knowledge Acquisition	Al-Basra newspaper	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
20	2	skill Acquisition	Twentieth Century Journalism	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
21	2	Knowledge Acquisition	The Role of Journalism in the 1920s Revolution	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

22	2	Knowledge Acquisition	The Journalism Emergence of political Parties	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
23	2	Knowledge Acquisition	Public Party Journalism in Iraq (1922-1930)	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
24	2	Knowledge Acquisition	Public Party Journalism in Iraq (1930-1935)	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
25	2	skill Acquisition	Public Party Journalism in Iraq (1946-1950)	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
26	2	Knowledge Acquisition	The Secret Press of Iraqi Political Parties	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

27	2	Knowledge Acquisition	Specialized Journalism in Iraq	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
28	2	Knowledge Acquisition	Specialized Journalism on Religious and Ethnic Minorities in Iraq	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
29	2	skill Acquisition	Contemporary Journalism	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
30	2	second semester exam			

13-Learning and Teaching Resources

1- Required Textbook (if any)	Study book Prepared by Course Instructors for Both Morning and Evening Studies
Plan for developing textbooks	- Following up Published Research and Studies Related to the Course and how to utilize it. - Update the lectures to

	align with the latest development s in the field of press advertising.
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نموذج وصف المقرر

1- Course Name : Photojournalism and Digital Photography	
2- Course code:	
3- Semester / Year : 2025-2026	
4- Date of description : 7/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 60 hours annually	
7- Course Coordinator Name (If more than one, mention all)	
Name: Assistant Lecturer Samah Khalis Rumaidh E-mail: samah.k.rmaidh@aliraqia.edu.iq Assistant Lecturer Haneen Tariq Hameed: Name E-mail: haneen.t.hameed@aliraqia.edu.iq	
8- Course Objectives:	
Course Objectives	1• Introduce students to the art of photography, its origins, and stages of development. 2• Familiarize students with photojournalism and the traits of a successful photojournalist. 3• Explain the functions of a journalistic photo and the ethics of photojournalism. 4• Introduce students to the basic parts of a camera, types of cameras, and digital photography systems. 5• Equip students with photojournalism skills, precise handling of cameras, and mastering modern artistic techniques. 6. Train students on how to avoid potential mistakes in photography.
9- Teaching and Learning Strategies	

Strategies

- 1• Explaining the scientific material by reading the prescribed curriculum.
- 2• Using the discussion strategy and conducting individual and group activities.
- 3• Performing exercises inside and outside the classroom.
- 4• Connecting scientific material to students' information and public life.
- 5• Daily and midterm exams.

10- Course Evaluation:

- 1 • **First Semester:** 20 points (15 theoretical, 5 practical)
- 2 • **Second Semester:** 20 points (15 theoretical, 5 practical)
- 3 • **Final Exam:** 60 points

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	1	Knowledge Acquisition	The Art of Photography: Beginnings and Evolution	Explanation & discussion	Giving grades for the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
Second	1	Knowledge Acquisition	The Origins of Photojournalism	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
third	1	Knowledge Acquisition	The Timeline of the Development of the Art of Photography Throughout History	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fourth	1	Knowledge Acquisition	defining of Photojournalism	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives

fifth	1	Knowledge Acquisition	The Origins of Photojournalism	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
sixth	1	Knowledge Acquisition	Distinguishing Between the Stages of Photography Development	Explanation, Discussion, and Application	Providing Incentives for the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
seventh	1	Knowledge Acquisition	Concept of Photography and the Concept of Photojournalist	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
Eighth	1	Knowledge Acquisition	Fields of Photojournalism	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
ninth	1	Knowledge Acquisition	Characteristics of Photojournalism	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the

					Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
tenth	1	Knowledge Acquisition	Traits of a Successful Photographer	Explanation, Discussion, and Application	Granting Grades to Participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
eleventh	1	Knowledge Acquisition	Functions of a Journalistic Photo	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
twelfth	1	Knowledge Acquisition	News Use of Photos	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
thirteenth	1	Knowledge Acquisition	News Values of Photos	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fourteenth	1	Knowledge Acquisition	Characteristics of the	Explanation,	Granting Grades to

			News Value of Photos	Discussion, and Application	Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fifteenth	1	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm practical Exam	Presenting projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	1	Knowledge Acquisition	Ethics of Photojournalism	Explanation and Discussion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
second	1	Knowledge Acquisition	What to Photograph? And How to Photograph?	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
third	1	Knowledge Acquisition	Types of Photography and Their Subjects	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement

					ment Incentives
fourth	1	Knowledge Acquisition	Elements of the Photograph	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
fifth	1	Knowledge Acquisition	Elements of a Photograph	Explana tion, Discussi on, and Applica tion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
sixth	1	Knowledge Acquisition	Why Do We Need Photos?	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
seventh	1	Knowledge Acquisition	Basic Parts of a Camera	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g skills	Providing Encourage ment Incentives
eighth	1	Knowledge Acquisition	photography Film Sensitivity	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily

					Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
ninth	1	Knowledge Acquisition	Preserving Films	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
tenth	1	Knowledge Acquisition	Capturing and Storing the Image on Film	Explanation, Discussion, and Application	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
eleventh	1	Knowledge Acquisition	Digital Photography Systems	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
twelfth	1	Knowledge Acquisition	Components of Digital Photography Systems	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives

thirteenth	1	Knowledge Acquisition	Potential Mistakes in Photography	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fourteenth	1	Knowledge Acquisition	Types of Cameras	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training skills	Providing Encouragement Incentives
fifteenth	1	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm practical Exam	Presenting projects	

13-Learning and Teaching Resources

1- Required Textbooks	
2- Primary References (Sources)	
3- Recommended Books and References (Scientific Journals, Reports, etc.)	
4- Online References, Websites, etc.	

نموذج وصف المقرر

1- Course Name : Mass Communication	
2- Course code:	
3- Semester / Year : First and Second Semester	
4- Date of description : 5/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 60 hours annually	
7- Course Coordinator Name (If more than one, mention all)	
E-mail : osamah.f.mohammed@aliraqia.edu.iq Name: Dr. Osama Fadel Al-Badrani.	
8- Course Objectives:	
Course Objectives	1• Understanding practical theories to employ them in research and methodological studies. 2• Recognizing the importance of communication in daily life. 3• Highlighting communication in a general framework as it creates proximity, understanding, and organization of relationships between humans; because it is not a single process but a complex, ongoing process with no beginning. 4• Understanding the extent of individuals' participation in their daily life situations and experiences. 5• Knowing the levels of communication and highlighting self-communication, face-to-face communication, intermediary communication, and mass communication.

9- Teaching and Learning Strategies	
Strategies	1• Teaching students skills related to the latest communication theories and their developments. 2• Theoretical discussions by students through presentations on mass communication topics, designed to align with the content. 3• Preparing a final project where students integrate all they have learned from various communication subjects. 4• Daily and periodic exams. 5• Exercises and activities during and outside of lectures.
10- Course Evaluation: 20 First Semester Marks (5 Practical, 15 Theoretical) 20 Second Semester Marks (5 Practical, 15 Theoretical) 60 Final Exam Marks (20 Practical, 40 Theoretical)	

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Definitions of Mass Communication and Highlighting Its Types	Explanation & discussion & application	Giving grades for the participants
	1	Skills Acquisition	Explaining Communication Types in Detail	Training skills	Providing Encouragement Incentives
Second	2	Knowledge Acquisition	Understanding the Elements of Communication	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Explaining the Effectiveness of Mass Media	Training skills	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Requirements for a Successful Media Message	Explanation & discussion & application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Barriers to the Communication Process	Training skills	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	Types of Communication	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Functions of Communication	Training skills	Providing Encouragement Incentives

fifth	2	Knowledge Acquisition	Concept of Audience	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Levels of Communication	Training skills	Providing Encouragement Incentives
sixth	2	Knowledge Acquisition	The Need for Communication	Explanation, Discussion, and Application	Providing Incentives for the participants
	1	Skills Acquisition	The Importance of Face-to-Face Personal Communication	Training skills	Providing Encouragement Incentives
seventh	2	Knowledge Acquisition	Communication Terminology	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Importance of Mass Communication Media	Training skills	Providing Encouragement Incentives
Eighth	2	Knowledge Acquisition	Characteristics of the Sender	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Advantages of Mass Communication Audiences	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Audience Exposure to Mass Communication Media	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily

					Exams on the Previous Lecture
	1	Skills Acquisition	Barriers to Communication	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	Communication Patterns	Explanation, Discussion, and Application	Granting Grades to Participants
	1	Skills Acquisition	Characteristics of Mass Communication Media	Training skills	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Characteristics of the Book	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Characteristics of Print Media (Journalism)	Training skills	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Characteristics of Cinema	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Characteristics of Radio	Training skills	Providing Encouragement Incentives
thirteenth	2	Knowledge Acquisition	Characteristics of Television	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Characteristics of internet	Training skills	Providing Encouragement Incentives

fourteenth	2	Knowledge Acquisition	Characteristics of the Play	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	The model	Training skills	Providing Encouragement Incentives
fifteenth	2	Measuring Knowledge	Models Explaining the Process of Mass Communication	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm theoretical Exam	Presenting projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	Language Flow Model in Mass Communication	Explanation and Discussion	Granting grades to the participants
	1	Skills Acquisition	The theory	Training skills	Providing Encouragement Incentives
second	2	Knowledge Acquisition	The theory	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Theories of Direct Influence	Training skills	Providing Encouragement Incentives
third	2	Knowledge Acquisition	The Magic Bullet Theory	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on

					the Previous Lecture
	1	Skills Acquisition	Theories of Indirect Influence	Trainin g skills	Providing Encourage ment Incentives
fourth	2	Knowledge Acquisition	Two-Step Flow Theory	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Agenda-Setting Theory	Trainin g skills	Providing Encourage ment Incentives
fifth	2	Knowledge Acquisition	Theories of Powerful Effects	Explana tion, Discussi on, and Applica tion	Granting grades to the participants
	1	Skills Acquisition	Modernizatio n Theory	Trainin g skills	Providing Encourage ment Incentives
sixth	2	Knowledge Acquisition	McLuhan's Theory	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Schram Wilber theory	Trainin g skills	Providing Encourage ment Incentives
seventh	2	Knowledge Acquisition	Practical Application of Mass Communicati on Theory	Explana tion, Discussi on, and Applica tion	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Review of Mass Communicati on Types	Trainin g skills	Providing Encourage ment Incentives

eighth	2	Knowledge Acquisition	Practical test	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Important Communication Theories Explained	Training skills	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Importance of Communication Theories in Methodological Research	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Importance of Communication in Daily Life	Training skills	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	A Historical Overview of Communication	Explanation, Discussion, and Application	Granting grades to the participants
	1	Skills Acquisition	Conditions for a Successful Mass Communication Message	Training skills	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Conditions for a Successful Mass Communication Message	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Discussion and Explanation Among Students About Communication	Training skills	Providing Encouragement Incentives

twelfth	2	Knowledge Acquisition	Definition of Direct and Indirect Communication Theories	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	theoretical test	Training skills	Providing Encouragement Incentives
thirteenth	2	Knowledge Acquisition	Indirect Influence Theories in Communication	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Important Communication Theories Explained	Training skills	Providing Encouragement Incentives
fourteenth	2	Knowledge Acquisition	Practical Applications of Key Software in the Media Industry	Explanation, Discussion, and Application	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Detailed Explanation of Communication Types	Training skills	Providing Encouragement Incentives
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical
					Practical Testing

13-Learning and Teaching Resources

1- Required Textbooks	A Course Handbook Prepared by the Instructor
2- Primary References (Sources)	1. Hassan Imad Makawy and Layla Hussein,

	"Communication and Its Contemporary Theories," Cairo, Egyptian Lebanese House, 2007. 2. Yousra Khalil Ibrahim and Fatima Abdul Qasim Hamad, "Communication Theories," Baghdad, Al-Dar Al-Bayda Press, 2018.
3- Recommended Books and References (Scientific Journals, Reports, etc.)	Bassem Abdul Rahman Al-Mashaakbeh, "Communication Theories," Osama House, 2015.
4- Online References, Websites, etc.	
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نموذج وصف المقرر

1- Course Name : Journalistic advertisement	
2- Course code: history of journalism	
3- Semester / Year : First and Second Semester	
4- Date of description : 6/10/2025	
5- Available Attendance Modes: in-person weekly	
6- Total Study Hours / Units (60 hours) / 2 units	
7- Course Coordinator Name (If more than one, mention all)	
E-mail: Name: Professor Dr. Ithar Tariq E-mail: iman.s.muter@aliraqia.edu.iq Name: Assistant Lecturer Iman Sabeeh	
8- Course Objectives:	
Course Objectives	1• Create a general knowledge about the subject of press advertising 2• Introduce the student to the terms and concepts used in press advertisements. 3• Teach the student to differentiate between writing and editing press advertisements in print and electronic newspapers. 4• Train the student to master design skills and choose advertisement locations in newspapers, magazines, and websites. 5• Guide the student on how to write advertisement texts and slogans adhering to journalistic standards and ethics. 6• Master the skill of using technology to enhance their professional skills and cognitive abilities in designing and displaying advertisement.

7• Prepare models of press advertisements for print and electronic newspapers, teaching the student how to write advertisement texts and slogans, adhering to journalistic standards and ethics

9- Teaching and Learning Strategies

Strategies

A - Cognitive Objectives:

1. Introducing the concept of press advertising and the skill of applying correctly.
2. Participation in classroom activities.
3. Assignments and preparations required from the student.
4. Daily and periodic exams.
5. Reading the books and materials related to the curriculum.
6. Trainings and activities during and outside the lecture.

10- Course Evaluation:

5 marks (daily homework)

5 marks (daily exam)

5 marks (monthly exam)

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
1	2	Knowledge Acquisition	Introduction to the Origin of Advertising	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
2	2	Knowledge Acquisition	The Concept of Advertising and Stages of Development	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
3	2	Knowledge Acquisition	Functions and Objectives of Advertising:	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
4	2	Knowledge Acquisition	Technical Principles in Advertising Design	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures

5	2	Knowledge Acquisition الى هنا وصلت علاوي	The Use of Technology in Advertising	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
6	2	Knowledge Acquisition	Advertising Ethics	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
7	2	Knowledge Acquisition	Verbal and Non-Verbal Symbols in Advertising	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
8	2	Knowledge Acquisition	Design Checklist	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures

9	2	Knowledge Acquisition	Key Elements for Preparing an Advertising Message	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
10	2	Knowledge Acquisition	Psychological Aspects in Advertising	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
11	2	Knowledge Acquisition	Advertising and Marketing	Lecturing, Explaining, and Discussion	Awarding Grades to Participants and Conducting Daily Quizzes on Previous Lectures
12	2	skill Acquisition	Advertising Campaigns	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants

13	2	skill Acquisition	Advertising and Audience Channels	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
14	2	Knowledge Acquisition	Measuring the Impact of Advertising on the Audience	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
15	2	First Semester exam			

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
16	2	Knowledge Acquisition	Types of Press Advertisements	Lecturing, Explaining, and Discussion	Granting grades to the participants
17	2	Knowledge Acquisition	Advertising Media and Their Relationship with Advertising	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

18	2	skill Acquisition	Advertising Promotion	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
19	2	Knowledge Acquisition	Advantages and Disadvantages of Newspaper Advertising	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
20	2	skill Acquisition	Advertising Techniques in press	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
21	2	Knowledge Acquisition	Impact of Advertising on Financing	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
22	2	Knowledge Acquisition	Internet Advertising	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

23	2	Knowledge Acquisition	Key Differences Between Newspaper Advertising and Internet Advertising	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
24	2	Knowledge Acquisition	Stages of Newspaper Ad Design	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
25	2	skill Acquisition	Stages of Producing a Newspaper Advertisement	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
26	2	Knowledge Acquisition	Stages of Producing an Internet Advertisement	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
27	2	Knowledge Acquisition	Creating and Editing Newspaper Advertisements	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

28	2	Knowledge Acquisition	Strategies for Newspaper Advertising	Lecturing, Explaining, and Discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
29	2	skill Acquisition	Factors Affecting the Size of Advertisements	Lecturing, Explaining, and Discussion	Implementing Activities and Awarding Encouragement Points to Participants
30	2	second semester exam			

13-Learning and Teaching Resources

1- Required Textbooks	Study book Prepared by Course Instructors for Both Morning and Evening Studies
Plan for developing textbooks	- Following up Published Research and Studies Related to the Course and how to utilize it. - Update the lectures to align with the latest developments in the field of press advertising.

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نموذج وصف المقرر

1- Course Name : Journalistic Editing	
2- Course code:	
3- Semester / Year : First and Second Semester 2025-2026	
4- Date of description : 7/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units : 90 hours annually (60 hours theoretically) and 30 hours practically)	
7- Course Coordinator Name (If more than one, mention all)	
E-mail: mohammed.a.mukhlif@aliraqia.edu.iq Name: Assistant Professor Dr. Mohammad Ahmed Al-Zubaie E-mail: ahmeddb730@gmail.com Name: Assistant Professor Dr. Ahmed Mouloud Al-Hayali	
8- Course Objectives:	
Course Objectives	First: knowledge goals: Explain for the students with the concept of News Reporting . - News Editing , News Reports and Coverage, Journalistic Values , Importance of News Values Second : skill goals related to the course: 1--practical training to edit journalistic news and journalistic report. 2□practical training how to use the six questions in news composing. 3□practical training on composing news headlines.

9- Teaching and Learning Strategies

Strategies

1. the way of discussion and argument
2. practical training
3. the way of question & answer.
4. semester and daily exams.

10- Course Evaluation:

20 First Semester Marks (5 Practical, 15 Theoretical)

20 Second Semester Marks (5 Practical, 15 Theoretical)

60 Final Exam Marks (20 Practical, 40 Theoretical)

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	The Concept of News Reporting	Explanation & discussion	Giving grades for the participants
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
Second	2	Knowledge Acquisition	Improving the Concept of News Reporting	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Characteristics and types of News Reporting:	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	The resources of news reporting	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
fifth	2	Knowledge Acquisition	The five-questions of news reporting	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
sixth	2	Knowledge Acquisition	Technical Formats for News Reporting	Explanation & discussion	Providing Incentives for the participants
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
seventh	2	Knowledge Acquisition	How to Write a News Article and Linguistic Rules for News Editing	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
Eighth	2	Knowledge Acquisition	Guidelines for Writing News	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Writing headlines of news reporting	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
tenth	2	Knowledge Acquisition	Mechanisms for utilizing Images in News Reporting	Explanation & discussion	Granting Grades to Participants
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	News values	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Factors Influencing News Values	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture

	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
Thirteenth	2	Knowledge Acquisition	News Coverage	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
fourteenth	2	Knowledge Acquisition	Skills for news editing	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills improvement	Practical activity	Training & practical examples	Providing Encouragement Incentives
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questions and Tests	Applying criteria for Theoretical and Practical Testing
	1	Measuring skills	Midterm practical Exam	Presenting projects	

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	The concept of Journalistic Report	Explanation & discussion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training & practical	Providing Encouragement Incentives

				examples	
second	2	Knowledge Acquisition	Features & characteristic of journalistic report	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
third	2	Knowledge Acquisition	Kinds of journalistic reports	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
fourth	2	Knowledge Acquisition	Journalistic report and its relation with arts	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
fifth	2	Knowledge Acquisition	Art of writing journalistic report	Explanation & discussion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives

sixth	2	Knowledge Acquisition	Practical applications for report writing	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
seventh	2	Knowledge Acquisition	The news in e-journalism	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
eighth	2	Knowledge Acquisition	Pros & cons of e-publishing	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
ninth	2	Knowledge Acquisition	Artistic formula to release news in e-journalism	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & g &	Providing Encourage

				practical examples	ment Incentives
tenth	2	Knowledge Acquisition	Rules of e-news writing	Explanation & discussion	Granting grades to the participants
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
eleventh	2	Knowledge Acquisition	Steps for composing e-news	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
twelfth	2	Knowledge Acquisition	Principles of e-editing	Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical examples	Providing Encouragement Incentives
thirteenth	2	Knowledge Acquisition		Explanation & discussion	Granting Grades to Participants and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Training & practical	Providing Encouragement Incentives

				example s	
fourteenth	2	Knowledge Acquisition	Techniques & tools of e-editing	Explana tion & discussi on	Granting Grades to Participant s and Conducting Daily Exams on the Previous Lecture
	1	Skills Acquisition	Practical activity	Trainin g & practica l example s	Providing Encourage ment Incentives
fifteenth	2	Measuring Knowledge	Midterm Theoretical Exam	Questio ns and Tests	Applying criteria for Theoretical
	1	Measuring skills	Midterm practical Exam	Presenti ng projects	and Practical Testing

13-Learning and Teaching Resources

1- Required Textbooks	Study book of courses and syllables endorsed by the ministry (prepared by the arranged by the Assistant Professor Dr. Mohammad Ahmed Al-Zubaie) and Assistant Professor Dr. Ahmed Mouloud Al-Hayali for the scademic year 2025-2026
2- Primary References (Sources)	- Abdul Latif Hamza / entrance to the art of journalistic editing, Cairo , Anglo-Egyptian Library sec.flo.,2002 - Adeeb Khaddour , principles of journalistic editing , Damascus ,

	university of Damascus Lcollege of arts , 2010-2011. Jamal Abd - Namoos Al-kaisi, news in e-journals ,Al-niqash publishing house , Amman 2013. Abdul Sattar Jwad - , the art of news writing , Majdalawi publishing house , Amman , Jordan 2002
3- Recommended Books and References	- Fadil Muhamad Al-Badrany , the bases of Electronic Press and TV Editing , Albaya House , Amman 2014 - Muhamaed Abdul Hameed Al- Saed Bahnasy , The influence of Journal Photography . Theory and application , Book world , Cairo , 2004 - Salah Abdul Hameed,Art of Journalistic Editing , Teeba institution for publishing and distribution , Cairo , 2017. - Shareef Darweesh Allabban , e-journalism studies in Interactivity and Website Design , Lebanese & Egyptian House, Cairo, 2005. - Hassn Emad Makawi, communication technology in information era , Lebanese & Egyptian House, 2005.
4- Online References, Websites, etc.	The art of Journal editing , Layla Abdul Majeed & Mahmood Alam Aldeen

نموذج وصف المقرر

1- Course Name : Social Psychology in Media Studies	
2- Course code:	
3- Semester / Year : 2025-2015	
4- Date of description : 6/10/2025	
5- Available Attendance Modes: in-person	
6- Total Study Hours / Units 60 hours 30 credits	
7- Course Coordinator Name (If more than one, mention all)	
Name : Professor Dr.Hani Ahmed Younis E-mail: hani.a.yonis@aliraqia.edu.iq Name: Assistant prof. Dr. Haneen Tariq Hameed E-mail: haneen.t.hameed@aliraqia.edu.iq	
8- Course Objectives:	
Course Objectives	1. Introduction to Social Psychology and Media Psychology: ○ Define the field of social psychology and media psychology. ○ Highlight their significance in media studies. ○ Explain the relationship between these disciplines and other human sciences. 2. Understanding Psychological and Social Effects: ○ Explore the psychological and social effects of various media and communication tools on individuals, groups, and audiences. 3. Impact of Psychological and Social Pressures: ○ Examine the psychological and social pressures affecting media practitioners. 4. Effective Communication: ○ Achieve effective communication between the media service provider and the receiver. ○ Ensure the accurate delivery of media messages. 5. Enhancing Media Services: ○ Improve and enhance the quality of media services and

- working methods.
- Develop media institutions.

9- Teaching and Learning Strategies

Strategies	a- Cognitive Objectives 1. Defining the Concept 2. Importance and Foundations of Psychology in Media 3. Practical Skills in Media Institutions 4. Supporting Vocabulary for Media Psychology 5. Comparison of Long-term, Medium-term, and Applied Plans
	B- Skill-Based Objectives of the Course 1• Writing a Short-term Plan 2• Applying Specialization Elements in the Media Institution 3• Identifying a Proposed Organizational Structure for Implementing This Specialization.
Objectives	Methods of teaching and learning 1• Reading the Books and Course Materials 2• Completing In-class and Out-of-class Exercises and Activities 3• Watching Educational Videos on Lecture Topics Prepared by Me on YouTube

10- Methods of Evaluation:

- 1• Observing Student Behavior in the Classroom
- 2• Monitoring the Student's Cumulative Record
- 3• Conducting Daily and Monthly Tests
 - Affective and Value-Based Objectives
- 1• Developing Teamwork and Collaboration Among Students
- 2• Participating in Lecture Preparation

3• Enhancing Management and Planning Skills

11- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Definitions of Social Psychology , Media Psychology & Sociology	Explanation and Discussion	Awarding Grades to Participants
second	2	Knowledge Acquisition	Social Phenomenon: Definition, Characteristics, and Features	Explanation and Discussion	Awarding Grades to Participants
third	2	Knowledge Acquisition	Nature of Sociology, Its Goals, and Its Relationship with Social and Media Psychology	Explanation and Discussion	Awarding Grades to Participants
fourth	2	Knowledge Acquisition	Social Psychology: Its Importance and Objectives	Explanation and Discussion	Awarding Grades to Participants

fifth	2	Knowledge Acquisition	Media Psychology: Its Importance and Objectives	Explanat ion and Discussi on	Awarding Grades to Participants
sixth	2	Knowledge Acquisition	The Relationship of Social Psychology with Other Sciences	Explanat ion and Discussi on	Awarding Grades to Participants
seventh	2	Knowledge Acquisition	Psychology of Print Media	Explanat ion and Discussi on	Awarding Grades to Participants
eighth	2	Knowledge Acquisition	Psychology of Audio-Visual Media	Explanat ion and Discussi on	Awarding Grades to Participants

ninth	2	Knowledge Acquisition	Psychological Effects of the Internet	Explanat ion and Discussi on	Awarding Grades to Participants
tenth	2	Knowledge Acquisition	Psychological Effects of Television	Explanat ion and Discussi on	Awarding Grades to Participants
eleventh	2	Knowledge Acquisition	Psychological and Social Characteristi cs of Radio	Explanat ion and Discussi on	Awarding Grades to Participants
twelfth	2	Knowledge Acquisition	Psychological Structure of a Media Message	Explanat ion and Discussi on	Awarding Grades to Participants

thirteenth	2	Knowledge Acquisition	Communication in Social Psychology	Explanation and Discussion	Awarding Grades to Participants
fourteenth	2	Knowledge Acquisition	Impact of Media on Shaping Attitudes and Values	Explanation and Discussion	Awarding Grades to Participants
fifteenth	2	Knowledge measurement	Midterm Exam	Sample Electronic Written Questions and Answers	Implementing Standards for Scientific Exams

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Social Communication and Human Relationships	Participation & application	Performance Evaluation

second	2	skill Acquisition	Psychology of Print and Broadcast Media	Participation & application	Performance Evaluation
third	2	skill Acquisition	Psychology of Media	Participation & application	Performance Evaluation
fourth	2	skill Acquisition	Audio-Visual Media: Psychology of Posters, Logos, Billboards, and Brochures	Participation & application	Performance Evaluation
fifth	2	skill Acquisition	Psychological Characteristics of Cinema and Theater	Participation & application	Performance Evaluation
sixth	2	skill Acquisition	Construction, Organization, and Psychological Impact of Media Messages	Participation & application	Performance Evaluation

seventh	2	skill Acquisition	Preparing a Media Message and Factors for Its Success	Participation & application	Performance Evaluation
eighth	2	skill Acquisition	Concept of Communication in Media Psychology	Participation & application	Performance Evaluation
ninth	2	skill Acquisition	Types and Forms of Communication in Different Media	Participation & application	Performance Evaluation
tenth	2	skill Acquisition	Psychological Stress in Media Work	Participation & application	Performance Evaluation
eleventh	2	skill Acquisition	Nature of Psychological and Social Stress, Sources, and Stages	Participation & application	Performance Evaluation

twelfth	2	skill Acquisition	Burnout in Media Work	Participation & application	Performance Evaluation
thirteenth	2	skill Acquisition	Essential Skills for a Media Leader: Traits, Personality, and Responsibilities	Participation & application	Performance Evaluation
fourteenth	2	skill Acquisition	Leadership and Management in Social Psychology	Participation & application	Performance Evaluation
fifteenth	2	Assessing Scientific Knowledge in Students	Midterm Exam	Oral Exam Questions and Report Discussions	Applying Standards for Practical Exams

13-Learning and Teaching Resources

1- Required Textbook	Outline for a 28-Unit Study Guide prepared by the teacher
2- Key references (resourced)	- Dr. Sami M. Khattat and Dr. Ahmed Abdel Latif from the Faculty of Education at Muta University for Science and Technology

Books , references recommended (magazines and scientific reports)	Dr. Nabeeh Salih Al-samaraee / concepts, theories, and applications. - .
Electronic Resources / web sites	- https://almerja.com/reading.php?idm=135314

Course Description Form

1. Course Name: Journalistic Editing	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 2/10/2025	
5. Available Attendance Modes: in-person	
6. Total Study Hours / Units : 120 hours annually	
7. Course Lecturers:	
Asst. prof. Dr. Jamal Abd Namoos Email: jamal.a.namoos@aliraqia.edu.iq	
8. Course Objectives:	
Course Objectives	1. Addressing the theoretical and practical aspects of the art of the journalistic article, its origin, development, stages of development, elements, key writers, artistic structure of the journalistic article, language of the article, and prominent article writers. 2. Studying the types of articles and the scientific method in writing them.
9. Teaching and Learning Strategies	
Strategies	1. Participation in the classroom. 2. Assignments and exercises required from the student. 3. Daily and quarterly exams. 4. Reading books and handouts related to the curriculum. 5. Exercises and activities during and outside the lecture.
10. Course evaluation	
- First Semester: 20 points (10 points for theory, 5 points for practical activities, and 5 points for participation, interaction, and attendance) - Second Semester: 20 points (10 points for theory, 5 points for practical activities, and 5 points for participation, interaction, and attendance) - Final Exam: 60 points	

Week	Hours	Unit/Topic Name	Method of learning	Method of evaluation
First	2	The Art of Journalistic Articles: Origin and Development	Explanation & discussion	Assigning grades to participants.
	1	The article in modern literature	Skills Training	Assigning encouragement incentives
Second	2	Evolution of the article in Europe	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Stages of article development	Skills Training	Assigning encouragement incentives
Third	2	Prominent article writers	Explanation, discussion & Application	
	1	Elements and functions of the article	Skills Training	Assigning encouragement incentives
Fourth	2	Steps to writing an article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The worst article writers	Skills Training	Assigning encouragement incentives
Fifth	2	Conditions for writing a good article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Types of journalistic articles	Skills Training	Assigning encouragement incentives
Sixth	2	The editorial article and its characteristics	Explanation, discussion & Application	Assigning grades to participants.
	1	The column and its characteristics	Skills Training	Assigning encouragement incentives
Seventh	2	The critical article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The explanatory article	Skills Training	Assigning encouragement incentives
Eighth	2	The satirical article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The Art of the Journalistic Article: Origin and Development	Skills Training	Assigning encouragement incentives
Ninth	2	The article in modern literature	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.

	1	Evolution of the article in Europe	Skills Training	Assigning encouragement incentives
Tenth	2	Stages of article development	Explanation, discussion & Application	Assigning grades to participants.
	1	Prominent article writers	Skills Training	Assigning encouragement incentives
Eleventh	2	Elements and functions of the article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Steps to writing an article	Skills Training	Assigning encouragement incentives
Twelfth	2	The worst article writers	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Conditions for writing a good article	Skills Training	Assigning encouragement incentives
Thirteenth	2	Types of journalistic articles	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The editorial article and its characteristics	Skills Training	Assigning encouragement incentives
Fourteenth	2	The column and its characteristics	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
		The critical article	Skills Training	Assigning encouragement incentives
Fifteenth	2	The explanatory article	Questions & Tests	Applying Scientific and Practical Tests criteria
		The satirical article	Projects Presentations	
Week	Hours	Unit/Topic Name	Method of learning	Method of evaluation
First	2	The article in modern literature	Explanation & discussion	Assigning grades to participants.
	1	Evolution of the article in Europe	Skills Training	Assigning encouragement incentives
Second	2	Stages of article development	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Prominent article writers	Skills Training	Assigning encouragement incentives
Third	2	Elements and functions of the article	Explanation, discussion & Application	Assigning encouragement incentives
	1	Steps to writing an article	Skills Training	Assigning encouragement

				incentives
Fourth	2	The worst article writers	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Conditions for writing a good article	Skills Training	Assigning encouragement incentives
Fifth	2	Types of journalistic articles	Explanation, discussion & Application	Assigning grades to participants.
	1	The editorial article and its characteristics	Skills Training	Assigning encouragement incentives
Sixth	2	The column and its characteristics	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The critical article	Skills Training	Assigning encouragement incentives
Seventh	2	The explanatory article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The satirical article	Skills Training	Assigning encouragement incentives
Eighth	2	The Art of the Journalistic Article: Origin and Development	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The Article in Modern Literature	Skills Training	Assigning encouragement incentives
Ninth	2	The Development of the Article in Europe	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Stages of Development of the Article	Skills Training	Assigning encouragement incentives
Tenth	2	Prominent Article Writers	Explanation, discussion & Application	Assigning grades to participants.
	1	Elements and Functions of the Article	Skills Training	Assigning encouragement incentives
Eleventh	2	Steps to Writing an Article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Worst Article Writers	Skills Training	Assigning encouragement incentives
Twelfth	2	Conditions for Writing a Good Article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Types of Journalistic Articles	Skills Training	Assigning encouragement incentives

Thirteenth	2	The Editorial Article and Its Characteristics	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	The Opinion Column and Its Characteristics	Skills Training	Assigning encouragement incentives
Fourteenth	2	The Critical Article	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
		The Interpretive Article	Skills Training	Assigning encouragement incentives
Fifteenth	2	The Satirical Article	Questions & Tests	Applying Scientific and Practical Tests criteria
		The Art of the Journalistic Article: Origin and Development	Projects Presentations	

11. Teaching and Learning Sources	
Required Textbooks	A textbook prepared by the course instructor.
Primary References (Sources)	Dr. Farouq Abu Zeid, <i>The Art of Journalistic Writing</i> .
Recommended Books and References (Scientific Periodicals, Reports, etc.)	1. Dr. Mohamed Fareed Mahmoud Ezzat, <i>Articles and Journalistic Reports: Fundamentals, Preparation, and Writing</i>. 2. Dr. Salem Al-Hamdani and Dr. Faiq Mustafa, <i>Modern Arabic Literature</i>. 3. Dr. Abdel Aziz Sharaf, <i>The Art of the Article</i>.

Course Description Form

1. Course Name: Digital Technologies	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 2/10/2025	
5. Available Attendance Modes: in-person	
6. Total Study Hours / Units : 90 hours annually	
7. Course Lecturers:	
Lct. Ibtehal Shaker Mahmoud Email: ibtehal125@gmail.com	
8. Course Objectives:	
Course Objectives	1. Introducing students to the most important digital technologies needed in their field of specialization and some application programs. 2. Introducing students to Adobe Photoshop, how to use it, and its application in their field of specialization. 3. Teaching students how to edit photos in Photoshop. 4. Teaching students how to design with Photoshop. 5. Introducing students to Adobe Premiere, how to use it, and its application in their field of specialization. 6. Introducing the concept of video and how to perform image or sound editing. 7. Defining the concept of communication technology in media and utilizing information in the field of media work.
9. Teaching and Learning Strategies	
Strategies	1. Participation in the classroom. 2. Assignments and exercises required from students. 3. Daily and quarterly exams. 4. Reading books and handouts related to the curriculum. 5. Exercises and activities during and outside the lecture.
10. Course evaluation	
- 20 points for the first semester (5 practical and 15 theoretical points) - 20 points for the second semester (5 practical and 15 theoretical points) - 60 points for the final exam (20 practical and 40 theoretical points)	

11. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Introduction to Photoshop Program Adobe Photoshop and Definition of the Main Work Page and Existing Toolbars	Explanation & discussion	Assigning grades to participants.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Second	2	Knowledge Acquisition	Organizing, Arranging, and Formatting the Image, Its Uses, and the Operations Performed on the Image	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Third	2	Knowledge Acquisition	Drawing Caricatures and Accompanying Comments	Explanation, discussion & Application	
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fourth	2	Knowledge Acquisition	Correcting Image Defects	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fifth	2	Knowledge Acquisition	Comprehensive Review of the Program	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Sixth	2	Knowledge Acquisition	Introduction to Adobe Premiere Program and Explanation of the Main Page Layout	Explanation, discussion & Application	Assigning grades to participants.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement

					incentives
Seventh	2	Knowledge Acquisition	Opening Video, Audio, and Image Files in Adobe Premiere	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Eighth	2	Knowledge Acquisition	Explanation of Program Menus	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Ninth	2	Knowledge Acquisition	Separating Audio from Video and Adding New Audio to the Video	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application for the Entire Program	Skills Training	Assigning encouragement incentives
Tenth	2	Knowledge Acquisition	Speeding Up and Slowing Down Video Playback and Using Filters	Explanation, discussion & Application	Assigning grades to participants.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Eleventh	2	Knowledge Acquisition	Adding Transition Effects to the Video	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Twelfth	2	Knowledge Acquisition	Writing on the Video	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Thirteenth	2	Knowledge Acquisition	Working on Both Photoshop and Premiere Programs Together	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning

					encouragement incentives
Fourteenth	2	Knowledge Acquisition	Reviewing Premiere Program Commands	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
		Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fifteenth	2	Knowledge Assessment	Theoretical Midterm Exam	Questions & Tests	Applying Scientific and Practical Tests criteria
		Skills Assessment	Practical Midterm Exam	Projects Presentations	

12. Course Structure: Second Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Fields of Benefit from Modern Communication Technology in Media	Explanation & discussion	Assigning grades to participants.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Second	2	Knowledge Acquisition	Practical Applications for How to Utilize Modern Communication Technology in Media Work	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Third	2	Knowledge Acquisition	Functions of Modern Communication Technology in the Media Field	Explanation, discussion & Application	Assigning encouragement incentives
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fourth	2	Knowledge Acquisition	Questions Raised by Communication Technology about Traditional Media Work	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fifth	2	Knowledge Acquisition	Utilizing Information in Media Work	Explanation, discussion &	Assigning grades to participants.

	1	Skills Acquisition	Practical Application	Application Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Practical Applications for How to Utilize Information in the Media Field	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Sixth	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Characteristics of Journalistic Information	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Seventh	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Practical Applications for How to Utilize Good Journalistic Information Characteristics in Media Work	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Eighth	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Historical Overview of the Emergence of the Internet	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Ninth	1	Skills Acquisition	Practical Application for the Entire Program	Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Media Phenomena and Issues Raised by the Internet	Explanation, discussion & Application	Assigning grades to participants.
Tenth	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Practical Applications for How to Utilize the Internet in Media Work	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Eleventh	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
	2	Knowledge Acquisition	Concept and Characteristics of	Explanation, discussion &	Assigning grades to participants and
Twelfth	2	Knowledge Acquisition			

			Electronic Publishing	Application	conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Thirteenth	2	Knowledge Acquisition	Concept of the E-book with Practical Applications for Electronic Publishing Mechanisms	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fourteenth	2	Knowledge Acquisition	Practical Applications for the Most Important Software That Can Be Used in Media Work	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
		Skills Acquisition	Practical Application	Skills Training	Assigning encouragement incentives
Fifteenth	2	Knowledge Assessment	End of term Theoretical Exam	Questions & Tests	Applying Scientific and Practical Tests criteria
		Skills Assessment	End of term Practical Exam	Projects Presentations	

11. Teaching and Learning Sources	
Required Textbooks	A textbook prepared by the course instructor.
Primary References (Sources)	1. Katrin Eismann, <i>Photoshop Restoration and Retouching</i>, translated by Arab Scientific Publishers, Beirut, 2002. 1. Maher Auda Al-shmayleh and others, <i>Media and Communication Technology</i>, AlAs'ar Publishing and Distribution, Amman, 2015.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	1. Hazem Falah Sakeek, <i>Learning Film Editing and Montage</i>. 1. Nadia Said Jaroudi, <i>Photoshop for Design and Advertising</i>, Arab Scientific Publishers, Beirut, 2008.
Online References, Websites, etc.	https://www.udemy.com/course/udemyblaraby/

Course Description Form

1. Course Name: Psychological Warfare	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 6/10/2025	
5. Available Attendance Modes: in-person in Classes	
6. Total Study Hours / Units : 60 hours annually	
7. Course Lecturer:	
Asst. Prof. Dr. Sahar Khalifa Salim Email: dr.saharkhalifa@aliraqia.edu.iq	
8. Course Objectives:	
Course Objectives	- Introducing students to the concepts of propaganda and psychological warfare - Educating students on the historical aspects of propaganda and psychological warfare - Teaching students the techniques of propaganda, how to plan for it, and providing real-life examples - Understanding the propaganda content in the media and how to confront it - Introducing students to some skills in critical thinking about media content and comparing it with propaganda content
9. Teaching and Learning Strategies	
Strategies	1. Lectures (Explanation and Clarification) 2. Using educational technology aids as teaching tools 3. Self-directed learning centered on the learner 4. Encouraging students to use critical thinking when following media

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Historical Introduction to Propaganda	Explanation & discussion	Student attendance and participation in the lecture
Second	2	Knowledge Acquisition	Concept of propaganda and its definitions	Explanation & discussion	Student attendance and participation in the lecture
Third	2	Knowledge Acquisition	Psychological foundations of propaganda	Explanation & discussion	Student attendance and participation in the lecture
Fourth	2	Knowledge Acquisition	Communicative aspects of propaganda	Explanation & discussion	Student attendance and participation in the lecture
Fifth	2	Knowledge Acquisition	Principles and general principles of propaganda	Explanation & discussion	Practical Test
Sixth	2	Knowledge Acquisition	Laws and objectives of propaganda	Explanation & discussion	Practical Test
Seventh	2	Knowledge Acquisition	Classifications of propaganda according to various criteria (types of propaganda)	Explanation & discussion	Practical Test
Eighth	2	Knowledge Acquisition	Persuasive techniques in propaganda	Explanation & discussion	Practical Test
Ninth	2	Knowledge Acquisition	Appeals in propaganda	Explanation & discussion	Practical Test
Tenth	2	Knowledge Acquisition	Propaganda and counter-propaganda	Explanation & discussion	Practical Test
Eleventh	2	Knowledge Acquisition	Propaganda and its relationship with communication patterns	Explanation & discussion	Practical Test
Twelfth	2	Knowledge Acquisition	Political propaganda	Explanation & discussion	Practical Test
Thirteenth	2	Knowledge Acquisition	Propaganda and crises	Explanation & discussion	Practical Test
Fourteenth	2	Knowledge Acquisition	Propaganda techniques	Explanation & discussion	Student attendance and participation in the lecture
Fifteenth	2	Assessing Knowledge	First semester exam	Test and essay questions	Applying Scientific Tests criteria
Course Structure: Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic name	Method of Learning	Granting grades for participants

First	2	Knowledge Acquisition	Historical References to Psychological Warfare	Explanation & discussion	Student attendance and participation in the lecture
Second	2	Knowledge Acquisition	Concept of psychological warfare and its definitions	Explanation & discussion	Student attendance and participation in the lecture
Third	2	Knowledge Acquisition	Techniques of psychological warfare	Explanation & discussion	Practical Test
Fourth	2	Knowledge Acquisition	Psychological foundations of psychological warfare	Explanation & discussion	Practical Test
Fifth	2	Knowledge Acquisition	Means and objectives of psychological warfare	Explanation & discussion	Student attendance and participation in the lecture
Sixth	2	Knowledge Acquisition	Psychological warfare in World War I	Explanation & discussion	Student attendance and participation in the lecture
Seventh	2	Knowledge Acquisition	Psychological warfare in World War II	Explanation & discussion	Practical Test
Eighth	2	Knowledge Acquisition	Psychological warfare in the Cold War	Explanation & discussion	Student attendance and participation in the lecture
Ninth	2	Knowledge Acquisition	Relationship of psychological warfare to other psychological dealings	Explanation & discussion	Student attendance and participation in the lecture
Tenth	2	Knowledge Acquisition	Psychological warfare accompanying military conflicts	Explanation & discussion	Student attendance and participation in the lecture
Eleventh	2	Knowledge Acquisition	Psychological warfare and its relationship with propaganda	Explanation & discussion	Practical Test
Twelfth	2	Knowledge Acquisition	Psychological warfare and brainwashing and ideological conversion	Explanation & discussion	Student attendance and participation in the lecture
Thirteenth	2	Knowledge Acquisition	Psychological warfare and rumors and secret broadcasts	Explanation & discussion	Student attendance and participation in the lecture
Fourteenth	2	Knowledge Acquisition	Psychological warfare and political poisoning	Explanation & discussion	Student attendance and participation in the lecture
Fifteenth	2	Assessing Skills	Second semester exam	Test and essay questions	Applying Scientific Tests criteria

11. Course Evaluation:

Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly and written exams, reports, etc.	
12. Teaching and Learning Sources	
Required Textbooks	A textbook prepared by the course instructor.
Primary References (Sources)	1. Dr. Mohamed Munir Hijab, <i>Propaganda and Psychological Warfare</i>, Cairo, Dar Al-Fajr for Publishing and Distribution, 2005. 2. Dr. Ali bin Abdullah Al-Kalbani, <i>Psychological Warfare</i>, Cairo, Al-Alam Al-Kotob, 2015.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	Dr. Nidal Falah Al-Dlaeen and others, <i>Propaganda and Psychological Warfare</i> , Amman, Dar Al-Issar Al-Ilmi, 2015.)
Online References, Websites, etc.	https://www.noor-book.com/%D9%83%D8%AA%D8%A7%D8%A8-%D8%A7%D9%84%D9%85%D8%B1%D8%AC%D8%B9-%D9%81%D9%8A-%D8%A7%D9%84%D8%AD%D8%B1%D8%A8-%D8%A7%D9%84%D9%86%D9%81%D8%B3%D9%8A%D9%87-pdf

Course Description Form

1. Course Name: Investigative Journalism	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 6/10/2025	
5. Available Attendance Modes: in-person in Classes	
6. Total Study Hours / Units : 120 hours annually / 3 units	
7. Course Lecturer:	
Asst. Prof. Dr. Sahar Khalifa Salim Email: dr.saharkhalifa@aliraqia.edu.iq	
8. Course Objectives:	
Course Objectives	- Introducing students to the concepts of investigative journalism - Aiming to teach students the skills of investigative journalism - Familiarizing students with the most important journalistic experiences in the field of investigation - Developing editing and storytelling skills in investigative journalism.
9. Teaching and Learning Strategies	
Strategies	1. Lectures (Explanation and Clarification) 2. Practical Application 3. Presenting Examples of Work 4. Assigning Practical Tasks

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Investigative Journalism – Definition	Explanation & discussion	Student attendance and participation in the lecture
Second	2	Knowledge Acquisition	Concept of investigative journalism, its origin, and development	Explanation & discussion	Student attendance and participation in the lecture
Third	2	Knowledge Acquisition	Importance of investigative journalism	Explanation & discussion	Student attendance and participation in the lecture
Fourth	2	Knowledge Acquisition	Functions of investigative investigations	Explanation & discussion	Student attendance and participation in the lecture
Fifth	2	Skills Acquisition	Skills of the investigative journalist	Explanation & discussion	Practical Test
Sixth	2	Skills Acquisition	How are investigative story ideas inspired?	Participation & Application	Practical Test
Seventh	2	Skills Acquisition	Formulating the hypothesis and how to develop it	Participation & Application	Practical Test
Eighth	2	Skills Acquisition	Planning an investigative investigation	Participation & Application	Practical Test
Ninth	2	Skills Acquisition	Comparing suitable topics	Participation & Application	Practical Test
Tenth	2	Skills Acquisition	Evidence adopted in investigative centers	Participation & Application	Practical Test
Eleventh	2	Skills Acquisition	Primary and secondary sources and gathering material, paper, and human evidence	Participation & Application	Practical Test
Twelfth	2	Skills Acquisition	Art of interviewing in investigative investigations	Participation & Application	Practical Test
Thirteenth	2	Skills Acquisition	Methods of writing investigative investigations and the difference between them and traditional investigations	Participation & Application	Practical Test
Fourteenth	2	Knowledge Acquisition	Selected examples of published investigations	Explanation & discussion	Student attendance and participation in the lecture
Fifteenth	2	Assessing	First semester exam	Questions, Tests	Applying Scientific

		Knowledge		and Essays	Tests criteria
Course Structure: Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic name	Method of Learning	Granting grades for participants
First	2	Knowledge Acquisition	Legal and Ethical Aspects of Investigative Investigations	Explanation & discussion	Student attendance and participation in the lecture
Second	2	Knowledge Acquisition	Methods of tracking public funds	Explanation & discussion	Student attendance and participation in the lecture
Third	2	Skills Acquisition	Ways to uncover corruption and negligence	Participation & Application	Practical Test
Fourth	2	Skills Acquisition	Utilizing the internet in investigative journalism	Participation & Application	Practical Test
Fifth	2	Knowledge Acquisition	Examples of published Iraqi investigations	Explanation & discussion	Student attendance and participation in the lecture
Sixth	2	Knowledge Acquisition	Examples of published Arab investigations	Explanation & discussion	Student attendance and participation in the lecture
Seventh	2	Skills Acquisition	Stages and steps of preparing investigative investigations	Participation & Application	Practical Test
Eighth	2	Knowledge Acquisition	Features and characteristics of journalistic investigations	Explanation & discussion	Student attendance and participation in the lecture
Ninth	2	Knowledge Acquisition	Examples of foreign investigative journalistic investigations	Explanation & discussion	Student attendance and participation in the lecture
Tenth	2	Knowledge Acquisition	The image and its uses in investigative investigations	Explanation & discussion	Student attendance and participation in the lecture
Eleventh	2	Skills Acquisition	The art of writing investigative investigations in print journalism	Participation & Application	Practical Test
Twelfth	2	Knowledge Acquisition	The impact of investigative investigations in uncovering corruption and strengthening the democratic process	Explanation & discussion	Student attendance and participation in the lecture
Thirteenth	2	Knowledge Acquisition	Professional and ethical standards for	Explanation & discussion	Student attendance and participation in

			the investigative journalist		the lecture
Fourteenth	2	Knowledge Acquisition	Relationship of investigative investigations to the methodology	Explanation & discussion	Student attendance and participation in the lecture
Fifteenth	2	Assessing Skills	Second semester exam	Questions, Tests and Essays	Applying Scientific Tests criteria

11. Course Evaluation:

Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly and written exams, reports, etc.

12. Teaching and Learning Sources

Required Textbooks	A textbook prepared by the course instructor.
Primary References (Sources)	- Mark Lee Hunter and Luuk Sengers, <i>Modern Investigative Journalism</i> - <i>Comprehensive Curriculum</i> According to ARIJ Standards. - <i>Investigative Journalism Handbook</i>, Al Jazeera Media Institute, 2020.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	<i>Investigative Journalism Handbook for Development</i> , Egypt, Friedrich-Ebert-Stiftung Foundation (Egypt Office)
Online References, Websites, etc.	Website of Arab Reporters for Investigative Journalism (ARIJ) https://arij.net/#gsc.tab=0

Course Description Form

1. Course Name: Specific Journalism	
2. Course code:	
3. Semester/ Year: First and Second Semester 2025-2026	
4. Date of description: 2/10/2025	
5. Available Attendance Modes: in-person	
6. Total Study Hours / Units : 60 hours annually	
7. Course Lecturers:	
Prof. Dr. Mohsin Aboud Kashkool Email: mohsin_kashkool@aliraqia.edu.iq Dr. Asmaa Hasan Aboud Email: asmaa.h.aboud@aliraqia.edu.iq	
8. Course Objectives:	
Course Objectives	1. Recognizing the requirements of the specific audience, because understanding the audience and its needs makes the task of creating specialized communicative content easy and smooth. 2. Studying the fields and types of specific newspapers and magazines, such as economic, political, practical, religious, literary, artistic, sports, women's, satirical, disaster, and crime newspapers and magazines. 3. Understanding the levels, characteristics, features, motives, and goals of specific newspapers. 4. Focusing on the conditions and characteristics of those working in specific media. 5. Paying attention to the requirements of the specific electronic press audience, as it has captured the interest of a large segment.
9. Teaching and Learning Strategies	
Strategies	1. Participation in the classroom 2. Assignments and exercises required from the student 3. Daily and semester exams 4. Reading books and textbooks related to the course 5. Training and activities during and outside the lecture
10. Course evaluation	
- 20 marks for the first semester (5 marks daily and 15 marks theoretical) - 20 marks for the second semester (5 points daily and 15 marks theoretical) - 60 marks for the final exam (40 marks for the semester exams and 60 marks for the final exam)	

11. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Understanding what specific journalism is	Explanation & discussion	Assigning grades to participants.
	1	Skills Acquisition	Practical application on specific newspapers	Skills Training	Assigning encouragement incentives
Second	2	Knowledge Acquisition	The role of specific journalism in the field of media	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical assignment: Tasking the student to research types of specific newspapers	Skills Training	Assigning encouragement incentives
Third	2	Knowledge Acquisition	What is specific sports journalism?	Explanation, discussion & Application	
	1	Skills Acquisition	Practical application on one type of sports newspaper	Skills Training	Assigning encouragement incentives
Fourth	2	Knowledge Acquisition	Understanding the levels, features, characteristics, motives, and goals of specific newspapers	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Fifth	2	Knowledge Acquisition	Focusing on the conditions for those working in specific media	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Sixth	2	Knowledge Acquisition	Rules of specific journalism and its effectiveness	Explanation, discussion & Application	Assigning grades to participants.
	1	Skills Acquisition	Practical application on journalistic work	Skills Training	Assigning encouragement incentives
Seventh	2	Knowledge Acquisition	Characteristics of those working in specific media	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical application	Skills Training	Assigning

			on journalistic work		encouragement incentives
Eighth	2	Knowledge Acquisition	Types of specific journalism	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical application on journalistic work	Skills Training	Assigning encouragement incentives
Ninth	2	Knowledge Acquisition	Specific coverage of issues like terrorism, crime, scientific and technological media, educational media, and writing for specific children's journalism	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Tenth	2	Knowledge Acquisition		Explanation, discussion & Application	Assigning grades to participants.
	1	Skills Acquisition		Skills Training	Assigning encouragement incentives
Eleventh	2	Knowledge Acquisition		Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Twelfth	2	Knowledge Acquisition	Researching areas of specific media - Journalism of national and religious minorities, party journalism, women's newspapers	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Thirteenth	2	Knowledge Acquisition	Rules of specific journalism and its effectiveness	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Practical application through practical work	Skills Training	Assigning encouragement incentives
Fourteenth	2	Knowledge	Effectiveness of	Explanation,	Assigning grades to

		Acquisition	journalistic work	discussion & Application	participants and conducting daily quizzes on the previous lecture.
		Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Fifteenth	2	Knowledge Assessment	Theoretical semester test	Questions & Tests	Applying Scientific and Practical Tests criteria
		Skills Assessment	Practical semester test	Projects Presentations	
12. Course Structure: Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Characteristics of the specific media audience and the conditions for a successful specific journalist	Explanation & discussion	Assigning grades to participants.
	1	Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Second	2	Knowledge Acquisition	Conditions for a successful specific journalist	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Third	2	Knowledge Acquisition	Motives for establishing specific newspapers	Explanation, discussion & Application	Assigning encouragement incentives
	1	Skills Acquisition	Daily quiz	Skills Training	Assigning encouragement incentives
Fourth	2	Knowledge Acquisition	The concept of specific journalism	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Task	Skills Training	Assigning encouragement incentives
Fifth	2	Knowledge Acquisition	Treatment methods in specific journalism	Explanation, discussion & Application	Assigning grades to participants.
	1	Skills Acquisition	Tasking the student with assignments	Skills Training	Assigning encouragement incentives

Sixth	2	Knowledge Acquisition	Image and title selection in specific journalism	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Seventh	2	Knowledge Acquisition	Researching areas of specific media (Islamic media)	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Eighth	2	Knowledge Acquisition	Researching areas of specific media in political media	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Ninth	2	Knowledge Acquisition	Researching areas of specific media in sports media	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Tenth	2	Knowledge Acquisition	Researching areas of specific media in sensational and yellow journalism	Explanation, discussion & Application	Assigning grades to participants.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Eleventh	2	Knowledge Acquisition	Researching areas of specific media in disaster and accident journalism	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Twelfth	2	Knowledge Acquisition	Levels, features, characteristics, motives, and goals of specific newspapers	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement

					incentives
Thirteenth	2	Knowledge Acquisition	Fields and types of specific newspapers and magazines such as economic and political newspapers and magazines	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
	1	Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Fourteenth	2	Knowledge Acquisition	Characteristics of the specific media audience	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
		Skills Acquisition	Tasking the student	Skills Training	Assigning encouragement incentives
Fifteenth	2	Knowledge Assessment	Theoretical semester test	Questions & Tests	Applying Scientific and Practical Tests criteria
		Skills Assessment	Practical semester test	Projects Presentations	

11. Teaching and Learning Sources	
Required Textbooks	A textbook prepared by the course instructor Asst Prof. Dr. Mohsen Aboud Kashkool 2023.
Primary References (Sources)	1. Adib Khadhour. “<i>Specialized Media</i>” 2nd edition (Damascus: Media Library Series, 2005). 2. Ismail Ibrahim. “<i>The Specialized Journalist</i>” (Cairo: Dar Al-Fajr for Publishing, 2001). 3. Dr. Jamal El-Din Al-Ramadi. “<i>Humor and Its Makers</i>” (Cairo: National Printing House, Egypt, undated). 4. Abdul Latif Hamza. “<i>Journalism and Society</i>” (Cairo: Egyptian Foundation for Authorship and Publishing, 1963). 5. Dr. Farouk Abu Zeid. “<i>Specialized Journalism</i>,” 2nd edition (Cairo: Alam Al-Kotob, 1993). 6. Dr. Shukriya Kawkaz. “<i>Specialized Journalism</i>” (Cairo: Alam Al-Kotob, 2013)
Recommended Books and References (Scientific Periodicals, Reports, etc.)	
Online References, Websites, etc.	

Course Description Form

1. Course Name: Media Language- Second Stage	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 6/10/2025	
5. Available Attendance Modes: in-person in Classes	
6. Total Study Hours / Units : 60 hours annually / 2 units	
7. Course Lecturer:	
Prof. Dr. Arsan Youssif Arsan Prof. Dr. Abd Mohsin	
8. Course Objectives:	
Course Objectives	Given the importance of the media language, which represents the artistic heritage of Arab and Islamic culture, and to foresee the future of the language in the context of its current state in educational environments, the reality of the language and media language in particular, and the dangers threatening our cultural existence, the most serious of which is the Arabic language. Therefore, students in media language are introduced to several important topics:
9. Teaching and Learning Strategies	
Strategies	Knowledge Objectives: The openness of the world and its various fields in culture, education, and the erasure of Arab scientific heritage, and what our ancestors inscribed in sciences and culture, books that preserved our ancient scientific heritage, especially the language and its robust scientific rules. It has become imperative for students to delve into the field of media and media language, study important matters, and cognitive activities in the field of media language and how to employ it in the service of science and knowledge, through various forms on electronic platforms and social media pages. The strategy followed in media language involves learning rules, spelling, terminology, punctuation, and endowing students with important rhetorical skills to protect them from errors and mistakes, and enhancing cognitive awareness in our students.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Characteristics of Media Language	Explanation & discussion	Awarding Grades to Participants
2	2	Knowledge Acquisition	Identifying the weaknesses in linguistic performance	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	2	Knowledge Acquisition	Concept of Media Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Knowledge Acquisition	Characteristics and Elements of Media Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	2	Knowledge Acquisition	Matching speech to the appropriate context	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	2	Knowledge Acquisition	Brevity and Flexibility and Its Types	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	2	Knowledge Acquisition	Context, speaker, and audience conditions	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	2	Knowledge Acquisition	Reasons for the Weakness of Arabic and Its Inability to Keep Up with the Times	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	2	Knowledge Acquisition	Lists of errors and corrections with detailed explanations	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	2	Knowledge Acquisition	Active Participle: Definition and Boundaries	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge	Forming the active participle	Explanation &	Awarding Grades to

		Acquisition	and its specified patterns	discussion	Participants and Conducting Daily Exam on Previous Lecture
12	2	Analysis Skills Acquisition	Applications and significant media texts	Comparison and Evaluation	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	2	Knowledge Acquisition	Passive Participle: Definition and Boundaries	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	2	Knowledge Acquisition	Forming the passive participle and its linguistic patterns	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
15	2	Knowledge Assessment by Exam	First Semester Exam	Test and Assessment	Evaluation by Grades
Second Semester					
1	2	Knowledge Acquisition	Similar quality: Definition and Boundaries	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
2	2	Knowledge Acquisition	Forming the Similar quality / and its various cases	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	2	Knowledge Acquisition	Applications on selected media texts	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Knowledge Acquisition	Simile (Similitude): and the Science of Rhetoric: Elements of Simile	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	2	Skills Acquisition	Simile letters / Simile names / Simile verbs	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	2	Knowledge Acquisition	What is the point of similarity? Types of simile separately	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture

7	2	Knowledge & Skills Acquisition	Detailed simile	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	2	Knowledge & Skills Acquisition	Summarized simile	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	2	Knowledge & Skills Acquisition	Exaggerated simile	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge & Skills Acquisition	Examples of simile from the Quran	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge Acquisition	Implied Simile: The rhetorical benefit of simile	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	2	Knowledge Acquisition	Metaphor: Definition and Boundaries and Types	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	2	Skill Acquisition	Explicit metaphor / Implicit metaphor / Representative metaphor	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	2	Knowledge Acquisition	Metonymy (Allusion): Language and terminology: Its rules / Types of metonymy	Explanation & discussion	Awarding Grades to Participants
15	2	Knowledge & Skills Assessment	Second Semester Exam	Test	Giving Second Semester Grades

11. Course Evaluation:

Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly and written exams, reports, etc.

12. Teaching and Learning Sources

Required Textbooks	A comprehensive textbook prepared by the course lecturer.
Primary References (Sources)	- <i>Media Language</i> by Dr. Abdul Aziz Sharaf - <i>Lisan al-Arab</i> by Ibn Manzoor Al-Afriqi - <i>Al-Mu'jam Al-Waseet</i> by the Arabic Language Academy in Cairo - <i>Al-Kafi fi Al-Balagha</i> by Dr. Ayman Al-Masri - <i>Jami'a al-Duroos al-Arabiyyah</i> by Mustafa Al-Ghalayeen
Recommended Books and References	Scientific Journals Published by Universities / Arabic

(Scientific Periodicals, Reports, etc.)	Language Rules Book / Iraqi Ministry of Education
Online References, Websites, etc.	Egyptian Language Academy Websites on the Internet and Social Media Pages

Course Description Form

This course description provides a brief summary of the most important characteristics of the course and the expected learning outcomes that students are expected to achieve, demonstrating whether they have maximized the benefits of the available learning opportunities. It is necessary to link it to the program description.

1. Course Name: English language – Second Stage

2. Course code:

3. Department: Press

4. Semester/ Year: 2025-2026

5. Date of description: 8/10/2025

6. Available Attendance Modes: in-person

7. Total Study Hours / Units : 60 hours annually

8. Course Lecturers:

Asst. Lct. Shadan Shamil Abdulla

Email: shadan.s.abdullah@aliraqia.edu.iq

Asst. Lct. Huda Fadhil Abbas

Email: huda.f.abbas@aliraqia.edu.iq

9. Course Objectives:

1. Provide a comprehensive course in English for specific purposes for the Department of Journalism.
2. Continuously train students in the four English skills (understanding, speaking, reading, and writing).
3. Provide material consistent with the students' professional specialization in oral exercises.
4. Ensure effective participation between students and instructors.

10. Course outcomes, teaching, learning, and Evaluation methods

A - Cognitive Objectives

1. Understanding the concept of media and journalism in English.
2. Developing capabilities by staying updated with new information.
3. Enhancing the role of English in the field of media and its importance.

B. Teaching and Learning Methods:

1. Reading books and course-specific materials.
2. Activities and exercises during and outside the lecture.

Evaluation Methods:

1. Participation in the classroom.
2. Assignments and exercises required from students.
3. Daily and periodic exams.

C. Affective and Value Objectives:

1. Graduating individuals with cultural knowledge in English and media.
2. Building a generation aware of everything happening in English-speaking media.

Teaching and Learning Methods:

1. Follow-up through the implementation of assignments and dealing with them accurately.
2. Forming small groups of students for collaborative work and exchanging opinions about them.
3. Opening discussions on some topics to ensure everyone's participation and getting used to hearing different opinions.

Evaluation Methods:

1. Evaluating students' joint applied projects.

2. Assessing students through proposing ideas and providing constructive opinions according to the scientific methodology.
3. Employing incentive strategies for skills related to the applied programs students have learned.

D - General and Transferable Skills (Other Skills Related to Employability and Personal Development)

Teaching and Learning Methods:

1. Daily follow-up of students.
2. Discussions and dialogues with students during the lesson.
3. Explanation and simplification of the material presented to students.

Assessment Methods:

1. Oral assessments of students through conversations in English.
2. Assessing students' skills through exercises and assignments.
3. Daily and periodic tests.

11. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Journalism duties	Reading, Explanation, discussion & Translation	Assigning grades to participants.
Second	2	Knowledge Acquisition	Media terms, abbreviations	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Third	2	Knowledge Acquisition	Topics in grammar (rules), listening to English language clips	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourth	2	Knowledge Acquisition	Conversation and how to ask questions	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifth	2	Knowledge Acquisition	The role of the reporter	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Sixth	2	Knowledge Acquisition	Translation of texts into Arabic "Oprah Winfrey"	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Seventh	2	Knowledge Acquisition	What is the news and how has the word news evolved	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Eighth	2	Knowledge Acquisition	History of the news	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Ninth	2	Knowledge Acquisition	Topics in grammar (rules), listening exercises	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Tenth	2	Knowledge Acquisition	Conversation, writing sentences, writing numbers in words, writing	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the

			questions		previous lecture.
Eleventh	2	Knowledge Acquisition	Types of magazines	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Twelfth	2	Knowledge Acquisition	What is the purpose of a magazine? Categories of magazines	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Thirteenth	2	Knowledge Acquisition	Media terms, abbreviations	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourteenth	2	Knowledge Acquisition	Translation of texts into Arabic “Sir Thomas Basil Clarke”	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifteenth	2	Knowledge Assessment	The first semester exam	Questions & Tests	Applying Scientific and Practical Tests criteria

Course Structure: Second Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Journalism profession	Reading, Explanation, discussion & Translation	Assigning grades to participants.
Second	2	Knowledge Acquisition	Principles of the journalism profession	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Third	2	Knowledge Acquisition	What does the term “professional journalism” describe?	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourth	2	Knowledge Acquisition	Media terms, abbreviations	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifth	2	Knowledge Acquisition	Topics in grammar (rules)	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.

Sixth	2	Knowledge Acquisition	Reading and listening to texts	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Seventh	2	Knowledge Acquisition	How to make negative sentences, writing short answers, translating texts into Arabic "Walter Lippmann"	Explanation, discussion & Application	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Eighth	2	Knowledge Acquisition	Digital media	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Ninth	2	Knowledge Acquisition	Abbreviations, media terms, translating texts into Arabic	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Tenth	2	Knowledge Acquisition	Multi-purpose media and its elements	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Eleventh	2	Knowledge Acquisition	Media abbreviations, media terms, translating texts into Arabic	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Twelfth	2	Knowledge Acquisition	History of journalism	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Thirteenth	2	Knowledge Acquisition	Media terms, media abbreviations, translating texts into Arabic	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourteenth	2	Knowledge Acquisition	Communication	Reading, Explanation, discussion & Translation	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifteenth	2	Knowledge Assessment	Conducting the second semester test	Questions & Tests	Applying Scientific and Practical Tests criteria

12. Teaching and Learning Sources

Required Textbooks	A textbook prepared by the course instructor.
Primary References (Sources)	1. <i>Teaching English in the field of Media.</i>

	2. <i>English for Mass Media</i> , Dr. Nabeel Mohamed Ali. 3. <i>New Headway English Course</i> , Julia Starr Kedde (Oxford).
Recommended Books and References (Scientific Periodicals, Reports, etc.)	1. <i>Rapid Review of English Grammar</i> , Jean Praniskas, 1974, 2nd edition. 2. <i>Developing Skills</i> , L.G. Alexander, 1972, printed by William & Sons Great Britain.
Online References, Websites, etc.	

13. Curriculum Development Plan

Keeping updated with everything new in the field of English media.
Update the lectures to align with everything new.

Course Description Form

1. Course Name: English Language	
2. Course code:	
3. Semester/ Year: Third Stage – First and Second Semester/ 2025-2026	
4. Date of description: 7/10/2025	
5. Available Attendance Modes: in-person	
6. Total Study Hours / Units : 60 hours annually	
7. Course Lecturer:	
Asst. Lct. Rasha Adnan Hashim, Email: rasha.hashim@aliraqia.edu.iq Asst. Lct. Mustafa Nahidh Rasheed, Email: mustafa.n.rasheed@aliraqia.edu.iq	
8. Course Objectives:	
To create a general knowledge of international terms in English and basic grammar rules that help students develop the ability to speak, read, and write in English during their studies and after graduation in order to understand and comprehend news and articles published in English in newspapers, magazines, and foreign channels.	
Course Goals	- Train students on the four skills in the English language (comprehension, reading, speaking, and writing)... - Teach students the formation of English sentences according to the principles of grammar. - Introduce students to the types of journalistic arts and their terms in English. - Teach students how to write a news report in English.
9. Teaching and Learning Strategies	
Strategies	- Reading books and textbooks related to the curriculum. - Exercises and activities during and outside the lectures. - Educational videos related to lecture topics. - Assessing students through participation in the classroom, assignments, and exercises, as well as through daily and periodic exams.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of Learning	Method of Evaluation
First	2	Knowledge Acquisition	Journalism	Reading, Explanation, Translation & Discussion.	Assigning grades to participants.
Second	2	Knowledge and skills Acquisition	Reporting	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Third	2	Knowledge and skills Acquisition	Grammar: verb to be	Explanation, discussion, and application by solving examples and exercises.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Fourth	2	Knowledge and skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Fifth	2	Knowledge and skills Acquisition	Newspapers	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Sixth	2	Knowledge and skills Acquisition	Types of Newspapers	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Seventh	2	Knowledge and skills Acquisition	Advertising	Reading, Explanation, Translation & Discussion.	Conducting daily quizzes on the previous lecture.
Eighth	2	Knowledge and skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Ninth	2	Knowledge and skills Acquisition	Magazines	Explanation, Discussion & Application	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Tenth	2	Knowledge and skills Acquisition	Grammar: Simple Present Tense	Reading, Explanation, Translation & Discussion.	Assigning grades to participants.
Eleventh	2	Knowledge and	Reading Passages &	Reading,	Assigning grades to

		skills Acquisition	Exercises	Explanation, Translation & Discussion.	participants. Conducting daily quizzes on the previous lecture.
Twelfth	2	Knowledge and skills Acquisition	Press Coferences	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Thirteenth	2	Knowledge and skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Fourteenth	2	Knowledge and skills Acquisition	Grammar: Plural of Form of Nouns	Explanation, Discussion & Application	Assigning grades to participants.
Fifteenth	2	Assessing Knowledge	First term Exam	Questions & Tests	Applying Scientific and Practical Testing Standards

11. Course Structure: Second Semester

Week	Hours	Required Learning Outcomes	Unit/Topic name	Method of Learning	Method of evaluation
First	2	Knowledge & Skills Acquisition	Press Release	Explanation, Discussion & Translation.	Assigning grades to participants.
Second	2	Knowledge & skills Acquisition	Reading and Answering Questions on the passage	Explanation, Discussion & Application	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Third	2	Knowledge & skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Fourth	2	Knowledge & skills Acquisition	The Internet	Explanation, Discussion & Application	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Fifth	2	Knowledge & skills Acquisition	Reading and Answering Questions on the passage	Explanation, Discussion & Application	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Sixth	2	Knowledge & skills Acquisition	Reading Journalism's Texts	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.

Seventh	2	Knowledge & skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Conducting daily quizzes on the previous lecture.
Eighth	2	Knowledge & skills Acquisition	The basic news Writing	Explanation, Discussion & Application	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Ninth	2	Knowledge & skills Acquisition	Reading and Answering Questions on the passage	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Tenth	2	Knowledge & skills Acquisition	Reading Journalism's Texts	Reading, Explanation, Translation & Discussion.	Assigning grades to participants.
Eleventh	2	Knowledge & skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Twelfth	2	Knowledge & skills Acquisition	Reading Passage	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Thirteenth	2	Knowledge & skills Acquisition	New Style	Reading, Explanation, Translation & Discussion.	Assigning grades to participants. Conducting daily quizzes on the previous lecture.
Fourteenth	2	Knowledge & skills Acquisition	Abbreviation Media Terminology	Reading, Explanation, Translation & Discussion.	Assigning grades to participants.
Fifteenth	2	Assessing Knowledge	Second Term Exam	Questions & Tests	Applying scientific and practical testing standards

12. Course Evaluation:

Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly and written exams, reports, etc.

13. Teaching and Learning Sources

Required Textbooks	A textbook prepared by the course instructor.
Primary References (Sources)	1. <i>Teaching English in Media</i> by Dr. Nabeel Mohammed Ali. 2. <i>English in Mass Media</i> by Dr. Nabeel Mohammed Ali. 3. <i>New Headway English Course</i>, Julia Starr Keddle (Oxford).
Recommended Books and References (Scientific Periodicals, Reports, etc.)	• Rapid Review of English Grammar, Jean Praniskas, 1974, 2nd edition. • Developing skills, L.G. Alexander, 1972, printed by

	William & Sons Great Britain.
Online References, Websites, etc.	

Course Description Form

1. Course Name: Interview & Press Investigation	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 78/10/2025	
5. Available Attendance Modes: in-person	
6. Total Study Hours / Units : 90 hours annually	
7. Course Lecturers:	
Prof. Dr. Hussein Ali Ibrahim Al-falahi Email: hussein.al-falahi@aliragia.edu.iq Asst. Prof. Dr. Ahmed Maoloud Alhyali Email: Ahmedddb730@gmail.com	
8. Course Objectives:	
Course Objectives	1. Introducing students to the nature and concept of the art of journalistic investigation and its relation to other journalistic arts. 2. Teaching students the importance, traits, and characteristics of the art of journalistic investigation 3. Familiarizing students with the main forms, types, and topics of journalistic investigation. 4. Educating students on the sources of journalistic investigation and identifying the requirements for preparing and conducting journalistic investigation. 5. Teaching students the components of journalistic investigation and the mechanisms for writing and editing them. 6. Introducing students to the artistic templates for constructing journalistic investigation in both traditional and digital environments. 7. Teaching students through practical exercises the process of preparing and completing journalistic investigation in the field. 8. Educating students on the art of journalistic interviews and their relation to other journalistic arts. 9. Teaching students the objectives and functions of journalistic interviews. 10. Introducing students to new techniques for journalistic interviews. 11. Educating students on the ethics of publishing journalistic interviews. 12. Teaching students the types of journalistic interviews. 13. Educating students on the steps and procedures for preparing or conducting various types of journalistic interviews. 14. Teaching students the mechanisms of writing journalistic interviews and introducing them to the artistic templates for writing general journalistic interviews. 15. Teaching students through practical training the mechanisms for conducting various journalistic interviews. 16. Equipping students with skills to generate ideas for successful journalistic investigation and conduct important interviews for the audience. 17. Equipping students with skills to develop plans for preparing journalistic investigation and journalistic interviews. 18. Equipping students with skills to study ideas and topics suitable for preparing successful journalistic investigation and journalistic interviews.
9. Teaching and Learning Strategies	

Strategies

1. Participation and interaction in the classroom.
2. Assignments given to students in both theoretical and practical aspects.
3. Increasing awareness of the references related to the subject or supportive ones.
4. Exercises and training during and outside the lecture.

1. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	3	Knowledge Acquisition	Concept of Journalistic investigation	Explanation & discussion	Assigning grades to participants
Second	3	Knowledge Acquisition	Relationship of journalistic investigation with other journalistic arts	Explanation & discussion	Assigning grades to participants
Third	3	Knowledge Acquisition	Importance of journalistic investigation	Explanation & discussion	Assigning grades to participants
Fourth	3	Knowledge Acquisition	Traits of journalistic investigation	Explanation & discussion	Assigning grades to participants
Fifth	3	Knowledge Acquisition	Types of journalistic investigation	Explanation & discussion	Assigning grades to participants
Sixth	3	Knowledge Acquisition	Objectives of Journalistic investigation	Explanation & discussion	Assigning grades to participants
Seventh	3	Knowledge Acquisition	Characteristics of an investigative journalist - Practical examples	Explanation & discussion	Assigning grades to participants
Eighth	3	Knowledge Acquisition	Functions of journalistic investigation	Explanation & discussion	Assigning grades to participants
Ninth	3	Knowledge Acquisition	Sources of journalistic investigation	Explanation & discussion	Assigning grades to participants
Tenth	3	Knowledge Acquisition	Methods of writing journalistic investigation	Explanation & discussion	Assigning grades to participants
Eleventh	3	Knowledge Acquisition	Journalistic investigation and the difference between journalistic investigation and radio and television investigations	Explanation & discussion	Assigning grades to participants
Twelfth	3	Knowledge Acquisition	Title in journalistic investigation	Explanation & discussion	Assigning grades to participants
Thirteenth	3	Knowledge Acquisition	Introductions in journalistic investigation	Explanation & discussion	Assigning grades to participants
Fourteenth	3	Knowledge Acquisition	Editing journalistic investigation - Hosting a journalistic personality	Explanation & discussion	Assigning grades to participants
Fifteenth	2	Knowledge Assessment	Midterm exam	Multiple choice and essay	Applying Scientific Tests criteria

				questions	
Course Structure: Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic name	Method of Learning	Methods of Evaluation
First	3	Skills Acquisition	Concept of Journalistic Interview	Participation & Application	Performance Evaluation
Second	3	Skills Acquisition	Objectives of the journalistic interview	Participation & Application	Performance Evaluation
Third	3	Skills Acquisition	Functions of the journalistic interview	Participation & Practical Application	Performance Evaluation
Fourth	3	Skills Acquisition	Journalistic interview in the information age	Participation & Application	Performance Evaluation
Fifth	3	Skills Acquisition	New techniques for journalistic interviews	Participation & Application	Performance Evaluation
Sixth	3	Skills Acquisition	Ethics of publishing journalistic interviews	Participation & Application	Performance Evaluation
Seventh	3	Skills Acquisition	Types of journalistic interviews	Participation & Application	Performance Evaluation
Eighth	3	Skills Acquisition	Preparing journalistic interviews	Participation & Application	Performance Evaluation
Ninth	3	Skills Acquisition	Conducting journalistic interviews	Participation & Application	Performance Evaluation
Tenth	3	Skills Acquisition	Writing journalistic interviews - Examples published in Arab newspapers	Participation & Application	Performance Evaluation
Eleventh	3	Skills Acquisition	Artistic templates for journalistic interviews	Participation & practical Application	Performance Evaluation
Twelfth	3	Skills Acquisition	Students conducting interviews with personalities from various sectors	Participation & Application	Performance Evaluation
Thirteenth	3	Skills Acquisition	Interview and press conference	Participation & Application	Performance Evaluation
Fourteenth	3	Skills Acquisition	Practical methods in conducting journalistic interviews	Participation & Application	Performance Evaluation
Fifteenth	2	Skills Assessment	End of term exam	Practical Multiple choices Questions	Applying Scientific Tests criteria
2. Course Evaluation:					
Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily					

exams, oral exams, monthly and written exams, reports, etc

First Semester: 20 points (5 points for practical activities and 15 points for theoretical)

Second Semester: 20 points (5 points for practical activities and 15 points for theoretical)

Final Exam: 60 points (15 points for practical and 45 points for theoretical)

3. Teaching and Learning Sources

Required Textbooks

Textbook prepared by the course instructor, including 25 scientific units and guidelines related to final exams

Primary References (Sources)

1. Hussein Ali Ibrahim Al-Falahi, "*Modern Techniques in Journalistic Editing: The Art of Journalistic investigation: Its Types, Traits, Characteristics of Its Editor, Requirements for Its Preparation and Implementation, Modern Foundations in Its Writing and Editing*" (Al Ain: Dar Al-Kitab Al-Jami'i, 2018).
2. Hussein Ali Ibrahim Al-Falahi, "*Successful Techniques for Preparing and Writing Journalistic Interviews*" (Al Ain: Dar Al-Kitab Al-Jami'i, 2017).
3. Shirley Biagi, "*The Journalistic Interview: An Art: A Practical Guide for Journalists*," translated by Kamal Abdul Raouf (Cairo: Egyptian Society for Knowledge and Global Culture Publishing, 1986).
4. Abdul Karim Fahd Al-Sari, "*Techniques for Journalistic Interviews*," (Amman: Dar Osama for Publishing and Distribution, 2012).
5. Diya Abu Taam, "*Journalistic investigation: Rules and Skills*," (Beirut: Dar Al-Hadi for Printing, Publishing and Distribution, 2008).

Recommended Books and References (Scientific Periodicals, Reports, etc.)

1. Dr. Kamil Al-Tarawneh, "Journalistic investigation," (Amman: Dar Osama for Publishing and Distribution, 2014).
2. Hosni Mohamed Naser and Dr. Sana Abdul Rahman, "Journalistic Art in the Information Age: Editing and Writing Investigations and Interviews," (Al Ain: Dar Al-Kitab Al-Jami'i, 2005).
3. Farouk Abu Zeid, "The Art of Journalistic Writing," (Beirut: Dar Al-Shorouk for Publishing and Distribution, 2008).

Online References, Websites, etc.

Internet: Dr. Al-Mahdi Al-Jendoubi, "Journalistic investigation,"
<http://journalismwritingcourses.blogspot.com>

Course Description Form

1. Course Name: Advertisement Design	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 8/10/2025	
5. Available Attendance Modes: in-person in Classes	
6. Total Study Hours / Units : 120 hours annually / 2 units	
7. Course Lecturer:	
Asst. Prof. Dr. Ban Ahmed - Morning Study Lct. Dr. Noor Jassim Muhammed - Evening Study	
8. Course Objectives:	
Course Objectives	The course aims to familiarize students with the fundamentals of advertisement design and the requirements for effective design by understanding psychological aspects during design. Additionally, it covers various types of print, television, and electronic advertisements and the latest design methods to easily convey the advertising message to the target audience, ultimately achieving the advertiser's goals. The course also introduces students to the key factors influencing advertisement design by teaching them how to write an advertising idea, its main dimensions, and its impact on society.
9. Teaching and Learning Strategies	
Strategies	Knowledge Objectives: This course aims to provide students with theoretical knowledge and practical skills about different types of advertisements, such as dialogic, teaser, and reminder electronic ads, and how to design them. The course also introduces students to key theories affecting advertisement design. It covers how to employ colors, images, symbols, and logos in advertisement design and introduces methods for shooting advertisements to ensure the success of the advertising idea. It also highlights the main challenges and obstacles faced in advertisement design.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	4	Knowledge Acquisition	Concept and Components of Advertising and Design Concept	Explanation & discussion	Awarding Grades to Participants
2	4	Knowledge Acquisition	Steps to Design an Advertisement	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	4	Knowledge Acquisition	Utilizing Motives in Advertisement Design	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	4	Knowledge Acquisition	Key Psychological Factors in Advertisement Design	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	4	Knowledge Acquisition	Designing Space Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	4	Knowledge Acquisition	Designing Financial Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	4	Knowledge Acquisition	Types of Television Advertisements and How to Design Them	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	4	Knowledge Acquisition	Designing Dramatic Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	4	Knowledge Acquisition	Designing Reminder Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	4	Knowledge Acquisition	Types of Radio Advertisements and How to Design Them	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture

11	4	Knowledge Acquisition	Designing Direct Advertisements	Comparison & Evaluation	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	4	Analysis Skills Acquisition	Designing Program Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	4	Knowledge Acquisition	How to Design Advertisement Content and Its Types	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	4	Knowledge Acquisition	Theories of Advertisement Design and Production	Explanation & discussion	Evaluation by Grades
15	4	Knowledge Assessment by Exam	First Semester Exam	Tests and Assessment	Giving First Semester Grades
Second Semester					
1	4	Knowledge Acquisition	Advertisement Design Objectives	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
2	4	Knowledge Acquisition	Functions of Advertisement Design	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	4	Knowledge Acquisition	Advertising Idea	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	4	Knowledge Acquisition	Advertisement Editing	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	4	Knowledge Acquisition	Designing the Advertising Storyboard	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	4	Knowledge Acquisition	Designing and Producing TV and Newspaper Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	4	Knowledge &	Designing the Main	Explanation &	Awarding Grades to

		Skills Acquisition	Headline and Subheadings	discussion	Participants and Conducting Daily Exam on Previous Lecture
8	4	Knowledge & Skills Acquisition	Logos, Signs, and Symbols	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	4	Knowledge & Skills Acquisition	Considerations and Rules to Follow in Designing Advertising Images	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	4	Knowledge & Skills Acquisition	Key Features of Advertising Images in Advertisement Design	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	4	Knowledge Acquisition	Cultural Values Consideration in Advertisement Design	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	4	Knowledge Acquisition	Advertisement Design Strategy	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	4	Skill Acquisition	Information-Driven Change Strategy	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	4	Knowledge Acquisition	Factors Affecting the Preparation, Design, and Production of Advertisements	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
15	4	Knowledge & Skills Assessment	Second Semester Exam	Test	Giving Second Semester Grades

11. Course Evaluation:

Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly and written exams, reports, etc.

12. Teaching and Learning Sources

Required Textbooks	A comprehensive textbook prepared by the course instructor.
Primary References (Sources)	- Robin Landa – Translated by Safiya Mukhtar, <i>Advertising by Design</i>, Hindawi Foundation, 2017. - Basheer Al-Alaq, <i>Creativity and Innovation in Advertising</i>, Yazori Group for Publishing and Distribution, 2019.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	- Noor Jassim Muhammed, The Use Infographics in Electronic Advertisements on Facebook –

	Unpublished Master's Thesis, Baghdad, University of Baghdad – College of Media, 2018.
Online References, Websites, etc.	- YouTube - Electronic Libraries

Course Description Form

1. Course Name: Principles of Media Economics	
2. Course code:	
3. Semester/ Year: 2025-2026	
4. Date of description: 7/10/2025	
5. Available Attendance Modes: in-person	
6. Total Study Hours / Units : 60 hours annually	
7. Course Lecturers:	
Asst. Lct. Samah Khalis Rmaidh Email: samah.k.rmaidh@aliraqia.edu.iq Asst.Lct. Saif Al-Marsoumy	
8. Course Objectives:	
Course Objectives	1. Introducing students to the concept of media economics, its importance, and functions. 2. Educating students on the relationship between media and the economic system. 3. Teaching students about the media process from an economic perspective and the economic function of media. 4. Distinguishing between the economics of commodity institutions and the economics of media institutions. 5. Introducing students to marketing in media institutions and media markets. 6. Familiarizing students with the general characteristics of media products and the costs of those products. 7. Educating students about the economics of digital media and presenting local, Arab, and international experiences.
9. Teaching and Learning Strategies	
Strategies	1. Explaining the scientific material through reading the prescribed curriculum. 2. Participating in the classroom. 3. Encouraging students to address topics related to digital media. 4. Daily and quarterly exams.
10. Course evaluation	
First semester grade (20 points) Second semester grade (20 points) Final exam grade (60 points)	

1. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Introduction to Media Economics: Concept, Importance, and Functions	Explanation & discussion	Assigning grades to participants.
Second	2	Knowledge Acquisition	Relationship of media with the economic system	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Third	2	Knowledge Acquisition	The media process from an economic perspective	Explanation & discussion	Assigning encouragement incentives
Fourth	2	Knowledge Acquisition	The economic objectives of media	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifth	2	Knowledge Acquisition	The economic logic of media	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Sixth	2	Knowledge Acquisition	Ownership of media institutions and its relation to media economics and media freedom	Explanation & discussion	Assigning grades to participants.
Seventh	2	Knowledge Acquisition	Media marketing and its relation to media economics and media freedom	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Eighth	2	Knowledge Acquisition	Key content and concept of media marketing	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Ninth	2	Knowledge Acquisition	Media markets	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Tenth	2	Knowledge Acquisition	Financing of media: concept, types, and functions of financing	Explanation & discussion	Assigning grades to participants.
Eleventh	2	Knowledge Acquisition	Sources of media financing, financial	Explanation & discussion	Assigning grades to participants and

			returns, and their relation to media economics		conducting daily quizzes on the previous lecture.
Twelfth	2	Knowledge Acquisition	Factors affecting the revenues of media institutions from the distribution of their products	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Thirteenth	2	Knowledge Acquisition	General characteristics of media products	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourteenth	2	Knowledge Acquisition	Costs of media products	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifteenth	2	Assessing Knowledge	Semester exam	Questions & Tests	Applying Scientific Tests criteria
Course Structure: Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic name	Method of Learning	Methods of Evaluation
First	2	Knowledge Acquisition	Digital Media Economics	Explanation & discussion	Assigning grades to participants
Second	2	Knowledge Acquisition	New media economics - Local, Arab, and international experiences	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Third	2	Knowledge Acquisition	Importance of communication and information technology in the economics of global institutions	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourth	2	Knowledge Acquisition	New world funding patterns	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifth	2	Knowledge Acquisition	Investments in media institutions - objectives and motives	Explanation & discussion	Assigning grades to participants.
Sixth	2	Knowledge Acquisition	Integration in media institutions - motives and reasons	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Seventh	2	Knowledge	Economic theory of	Explanation &	Assigning grades to

		Acquisition	media	discussion	participants and conducting daily quizzes on the previous lecture.
Eighth	2	Knowledge Acquisition	Functions of media economics in the context of globalization	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Ninth	2	Knowledge Acquisition	Economic mechanisms for the continuation of the media industry	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Tenth	2	Knowledge Acquisition	New patterns of financing media institutions	Explanation & discussion	Assigning grades to participants.
Eleventh	2	Knowledge Acquisition	Economic challenges in media institutions	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Twelfth	2	Knowledge Acquisition	Characteristics of media markets	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Thirteenth	2	Knowledge Acquisition	Ownership and management of media in Iraq	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fourteenth	2	Knowledge Acquisition	Revenues of media in Iraq	Explanation & discussion	Assigning grades to participants and conducting daily quizzes on the previous lecture.
Fifteenth	2	Assessing Knowledge	Semester exam	Questions & Tests	Applying Scientific Tests criteria

2. Course Evaluation:

Grade distribution out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly and written exams, reports, etc.

3. Teaching and Learning Sources

Required Textbooks

A textbook prepared by the course instructor.

Primary References (Sources)

1. Al-Rumman, Zaid bin Mohammad, *Media Economics: Secrets and News*, Al-Rashid Library, Beirut. First Edition, 2005-2006.
2. Mohammad, Sayed Mohammad, *Media Economics: The Press Institution*, Dar Al Fikr Al Arabi, Cairo, no publication year.
3. Wahiba, Bouzidi, *Lectures in Media Economics Scale*, University of Algiers, Faculty of Media and Communication, Department of Communication, Second Year, 2015-2016.

Recommended Books and References (Scientific Periodicals, Reports, etc.)	1. Al-Shajri, Siham Al-Shajri, <i>Media Economics</i>, University Book House, Beirut. 2. Duple, Julian, <i>Media Economics</i>, Dar Al-Fajr for Publishing and Distribution, no publication date.
Online References, Websites, etc.	https://political-encyclopedia.org/dictionary

Course Description Form

1. Course Name: principles of public relations
2. Course code:
3. Semester/ Year: 2025-2026, Annual
4. Date of description: 8/10/2025
5. Available Attendance Modes: in-person
6. Total Study Hours / Units : 60 hours annually , 2 Units
7. Course Lecturers: Lct. Dr. Areej Nadhum Younis Email: aree17syala@gmail.com
8. Course Objectives: 1. Cognitive Objectives: A. Equip students with knowledge of the principles of public relations. B. Provide students with knowledge on how to build a good reputation for the institution within its external and internal environment and foster understanding between management and employees as a means to increase productivity. C. Recognize the importance and characteristics of public relations in various fields and the position of public relations among other communication patterns. 2. Skills Objectives: A. Enhance students' abilities in dealing with others and building a strong network of relationships. B. Understand how to communicate through various media, both digital and traditional. C. Learn how to influence others and negotiate effectively to achieve positive results. 3. Values Objectives: A. Instill basic values to support the effective practice of public relations. B. Promote the value of honesty in communication with the public. C. Encourage students to adopt a mindset capable of handling pressures and changes positively.
9. Teaching and Learning Strategies 1. Practical Training Strategy 2. Discussion and Dialogue Strategy 3. Question and Answer Strategy

10. Course Structure:

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Principles of Public Relations	Concept and Definitions of Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
2	2	Principles of Public Relations	Origin and Development of Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
3	2	Principles of Public Relations	Goals of Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
4	2	Principles of Public Relations	Functions of Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
5	2	Principles of Public Relations	Importance of Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
6	2	Principles of Public Relations	Public Relations and Its Relationship with Other Communication Patterns	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
7	2	Principles of Public Relations	Public Relations and Its Relationship with Media	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
8	2	Principles of Public Relations	Public Relations and Its Relationship with Propaganda	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
9	2	Principles of Public Relations	Public Relations and Its Relationship with Advertising	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
11	2	Principles of Public Relations	Public Relations Audience	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
11	2	Principles of Public Relations	Communication Methods in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
12	2	Principles of Public Relations	Communication Techniques in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the

					monthly exams.
13	2	Principles of Public Relations	Ethics in Public Relations Work	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
14	2	Principles of Public Relations	Pioneers of Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
15	2	Principles of Public Relations	First Semester Exams	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
16	2	Principles of Public Relations	Scientific Methods in Practicing Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
17	2	Principles of Public Relations	Scientific Research in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
18	2	Principles of Public Relations	Planning in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
19	2	Principles of Public Relations	Organization in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
21	2	Principles of Public Relations	Leadership in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
21	2	Principles of Public Relations	Coordination in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
22	2	Principles of Public Relations	Organizational Communication in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
23	2	Principles of Public Relations	Follow-up in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
24	2	Principles of Public Relations	Evaluation in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
25	2	Principles of Public Relations	Training in Public Relations	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
26	2	Principles of Public	Model for Effective	Theoretical	Daily exams in the

		Relations	Public Relations Practice	Lecture and Discussion	previous lecture in addition to the monthly exams.
27	2	Principles of Public Relations	Public Relations in Iraq	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
28	2	Principles of Public Relations	Characteristics of Public Relations in Iraq	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
29	2	Principles of Public Relations	Designing an Effective Public Relations Program	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.
31	2	Principles of Public Relations	Second Semester Exam	Theoretical Lecture and Discussion	Daily exams in the previous lecture in addition to the monthly exams.

11. Course Evaluation

- Distribution of the grade out of 100 based on tasks assigned to students such as daily preparation, daily exams, oral and written monthly exams, reports, etc.
- Midterm exam (10 marks) + daily exam + attendance + daily participation (10 marks)
- Final exam (60 marks)

12. Teaching and Learning Sources

Required Textbooks	<i>Public Relations: A Serendipitous Vision</i> by Dr. Ali Jabbar Al-Shammari
Primary References (Sources)	1. <i>Principles of Contemporary Public Relations</i> by Jasim Tarish 2. <i>Studies and Specialized Topics in Public Relations and Advertising</i> by Dr. Ahmed Farooq Radhwan
Recommended Books and References (Scientific Periodicals, Reports, etc.)	1. <i>Principles of International Public Relations</i> by Dr. Saad H. Tawfeeq. 2. <i>International Public Relations</i> by Dr. Ashwaq Abbas.
Online References, Websites, etc.	<i>Electronic Public Relations in the Arab World: Reality and Challenges</i> , Walida Haddadi, Journal of Social Sciences, Volume 7, Issue 30, 2018

Course Description Form

1. Course Name: Scientific Research Methods
2. Course code:
3. Semester/ Year: First and Second Semester 2025-2026,
4. Date of description: 6/10/2025
5. Available Attendance Modes: in-person
6. Total Study Hours / Units : 60 hours annually , 2 Units
7. Course Lecturers: Prof. Dr. Musen Aboud Kashkool Dr. Husni Rifat Husni
8. Course Objectives: • Introducing students to the concept of scientific research and its importance. • Teaching students the characteristics of scientific thinking and research. • Educating students on the types of research and scientific methodologies. • Introducing students to the steps of scientific research. • Teaching students methods of sampling from research communities. • Introducing students to tools for collecting quantitative and qualitative data. • Teaching students the importance of quoting in scientific research. • Educating students on how to document sources and references.
9. Teaching and Learning Strategies A - Cognitive Objectives • Understanding the concept of scientific thinking and its conditions. • Understanding the concept, characteristics, and skills of scientific research. • Understanding the types and classifications of practical research. • Understanding research methodologies and their scientific steps. • Understanding the research tools used for data collection. • Understanding the steps for preparing research proposals. • Understanding the steps for writing the final research report. B - Skills Objectives of the Course • Skills of organized scientific thinking. • Skills in designing research tools for data collection. • Skills in preparing scientific research. Teaching and Learning Methods • Reading course-specific books and materials. • Brainstorming and memory skills. • Activities and exercises during and outside the lecture. • Educational and illustrative clips and slides prepared by the course instructors. Evaluation Methods • Participation in the classroom. • Weekly assignments. • Short tests. • Monthly and periodic exams.

Moral and Value Objectives

- Commitment to the regulations and steps of scientific research.
- Commitment to the ethics of scientific research.
- Working within a research team in an organized and systematic manner.

Course Structure: First Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Basic Concepts (Science, Knowledge, Scientific Research, Researcher, Methodology)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
2	2	Knowledge Acquisition	Concept of Thinking and Its Types	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
3	2	Knowledge Acquisition	Conditions for Scientific Thinking	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
4	2	Knowledge Acquisition	Methods of Acquiring Scientific Knowledge	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
5	2	Knowledge Acquisition	Types of Scientific Research	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
6	2	Knowledge Acquisition	Types of Scientific Research Methods (Historical, Experimental, Comparative, Statistical Survey)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
7	2	Knowledge Acquisition	Criteria for Selecting the Correct Methodology	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
8	2	Knowledge Acquisition	Selecting the Research Topic	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
9	2	Knowledge Acquisition	Updating the Title and Its Conditions (Variables - Stages of Formulation)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
11	2	Knowledge	Defining the	Giving Lectures, Explanations, and	Awarding Grades to

		Acquisition	Research Problem (Sources, Conditions, Knowledge Heritage)	Discussions	Participants and Conducting Daily Exams on the Previous Lecture
11	2	Knowledge Acquisition	Importance of the Research and Defining Research Objectives (Defining Research Importance - Writing Research Importance)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
12	2	Knowledge Acquisition	Developing the Research Plan (1)	Training and Skills Acquisition	Implementing Activities and Awarding Encouragement Points to Participants
13	2	Knowledge Acquisition	Developing the Research Plan (2)	Training and Skills Acquisition	Implementing Activities and Awarding Encouragement Points to Participants
14	2	Knowledge Acquisition	Reviewing Previous Studies	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
15	2	First Semester Exam			
Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture					
Week	Hours	Required Learnin g Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
16	2	Knowledge Acquisition	Methods of Data Collection (Theoretical - Field)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
17	2	Knowledge Acquisition	How to Write the Theoretical Framework	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
18	2	Knowledge Acquisition	Practical Applications Writing Theoretical Frameworkin the	Training and Skills Acquisition	Implementing Activities and Awarding Encouragement Points to Participants
19	2	Knowledge Acquisition	How to Write the Field Framework	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture

21	2	Knowledge Acquisition	Practical Applications in Writing the Field Framework	Training and Skills Acquisition	Implementing Activities and Awarding Encouragement Points to Participants
21	2	Knowledge Acquisition	Designing Procedures for Data Collection in the Field	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
22	2	Knowledge Acquisition	Research Community and Its Types	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
23	2	Knowledge Acquisition	Samples and Their Types (1)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
24	2	Knowledge Acquisition	Samples and Their Types (2)	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
25	2	Knowledge Acquisition	Practical Applications (Criteria for Selecting the Sample)	Training and Skills Acquisition	Implementing Activities and Awarding Encouragement Points to Participants
26	2	Knowledge Acquisition	Scientific Attribution	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
27	2	Knowledge Acquisition	Types of Attribution	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
28	2	Knowledge Acquisition	Steps for Writing Reference Attribution	Giving Lectures, Explanations, and Discussions	Awarding Grades to Participants and Conducting Daily Exams on the Previous Lecture
29	2	Knowledge Acquisition	Practical Applications	Training and Skills Acquisition	Implementing Activities and Awarding Encouragement Points to Participants
31	2	Second Semester Exam			

10. Course Evaluation

Daily Preparation (5 Marks)

Daily Exam (5 Marks)

Monthly Exam (10 Marks)

11. Teaching and Learning Sources

Required Textbooks	Textbook prepared by the course instructors for both morning and evening studies.
Primary References (Sources)	• Shaimaa Thul-Fuqaar Zughayb. (2009). <i>Research Methods and Statistical Uses in Media Studies</i>. Cairo: Egyptian Lebanese House. • Sameer Muhammad Hussein. (2006). <i>Media Research</i> (2nd edition). Cairo: Alam Al Kotob. • Muhammad Abdul Hamid. (2015). <i>Scientific Research in Media Studies</i>. Cairo: Alam Al Kotob.. • Mahmoud Hassan Ismail. (2011). <i>Media Research Methods</i>. Cairo: Arab Thought House.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	• Hamdi Abu Al-Futuh Atifah. (2002). <i>Methodology of Scientific Research and Its Applications in Educational and Psychological Studies</i>. Cairo: University Publishing House. • Roger Wimmer, and Joseph Dominick. (2013). <i>Mass Media Research: An Introduction</i>, translated by Saleh Abu Asba and Farouq Mansour. Beirut: Arab Organization for Translation.
Online References, Websites, etc.	https://bit.ly/49E3pLY

Course Development Plan

- Follow up on published research and studies related to the course and benefit from them.
- Update lectures to align with everything new in the field of scientific research.