

Academic Program Description Form

University Name: Al-Iraqia University

Faculty/Institute: College of Media

Scientific Department: Public Relations

Academic or Professional Program Name Bachelor

Final Certificate Name: Bachelor of Public Relations

Academic System: Yearly

Description Preparation Date: 10/5/2026

File Completion Date: 10/5/2026

Signature: 

Head of Department Name:

Prof. Dr. Sabah Anwar Al-Salihi

Date: 10/5/2026

Signature: 

Scientific Associate Name:

Asst. Prof. Dr. Muhammad Ahmed Makhlaf

Date: 10/5/2026

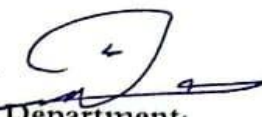
The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date: 10/5/2026

Signature:


Mohammed Salih


Approval of the Dean

Prof. Dr. Ethar Tariq Khalil Ibrahim Al-Obeidi

1. Program Vision

A competent and distinguished academic department that provides the job market with graduates capable of practising public relations professionally and objectively.

2. Program Mission

Carrying the message of science coupled with work in the fields of public relations, and affirming the department's commitment to preparing generations and competencies distinguished by generosity and creativity in the fields of public relations specialisations, enriching innovative scientific research supported by postgraduate programmes and contributing to community service with the highest quality standards, and developing knowledge, research, innovation and entrepreneurship in the field of traditional and electronic public relations

3. Program Objectives

- 1) Achieving quality and excellence in performance, so that graduates of the department are able to practise public relations with a high level of professionalism.**
- 2) Meeting the requirements of the labour market and supporting it with competencies capable of understanding their role in addressing local community issues and spreading a culture of developmental media that aims to promote intellectual and awareness advancement, while taking into account the social responsibility of public relations practitioners in ethical**

and professional aspects related to community values.

3) Establishing communication between the department, society, government institutions and the media by organising festivals, seminars, lectures, discussion panels, media campaigns and advertising campaigns on all social issues.

4) Contributing to the revitalisation of scientific research related to the priorities of society and its development through bachelor's degree graduation projects and the preparation of master's theses.

5) Establishing constructive and effective channels of communication with corresponding higher education institutions, both internally and externally, in order to keep pace with developments in the field of the new communications and information technology revolution.

4. Program Accreditation

Not applicable / Application has been submitted for program accreditation from the National Council for Accreditation of Media College Programs.

5. Other external influences

Implementation in Media Organizations

6. Program Structure

Program Structure	Number of Courses	Credit hours	Percentage	Reviews*
Institution Requirements	41	98	100%	Core Course
College Requirements	yes	—	—	—
Department Requirements	yes	—	—	—
Summer Training	It will be implemented in the coming years	—	—	—

Other	–	–	–	–
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* This can include notes whether the course is basic or optional.

7. Program Description				
Year/Level	Course Code	Course Name	Credit Hours	
			theoretical	practical
First Year	P101	Media Language	2	0
First Year	P102	English Language	2	0
First Year	P103	Principles of Public Relations	2	0
First Year	P104	Art of News and Reporting	2	0
First Year	P105	Introduction to Communication Science	2	1
First Year	P106	Protocol and Etiquette	2	0
First Year	P107	Media and Digital Literacy	2	0
First Year	P108	Human Rights and Democracy	2	1
First Year	P109	Media Photography	2	0
First Year	P110	Computer Sciences	2	2
Second Year	P201	Media Language	2	0
Second Year	P202	English Language	2	0
Second Year	P203	Marketing Public Relations	2	0
Second Year	P204	Journalistic Arts	2	0
Second Year	P205	Communication Theories	2	0
Second Year	P206	Public Relations Strategies	2	1
Second Year	P207	Scientific Research Methodology	2	0
Second Year	P208	Principles of Advertising	2	0
Second Year	P209	Information Technology	2	0
Second Year	P210	Social Psychology	2	0
Second Year	P211	Ba'ath Party Crimes	2	0
Third Year	P301	International Media	2	0
Third Year	P302	English Language	2	0
Third Year	P303	Public Opinion Polls	2	0
Third Year	P304	Radio and Television Techniques	2	1
Third Year	P305	Media Discourse Language	2	2
Third Year	P306	Media Legislations	2	0
Third Year	P307	Media Research Methodology	2	0
Third Year	P308	Public Relations Management	2	0
Third Year	P309	Digital Public Relations	2	2

Third Year	P310	Writing for Public Relations	2	1
Fourth Year	P401	Linguistic Applications	2	1
Fourth Year	P402	English Language	2	0
Fourth Year	P403	Public Relations Campaigns	2	1
Fourth Year	P404	Introduction to Propaganda	2	0
Fourth Year	P405	Advertising Design	2	0
Fourth Year	P406	Field Applications	2	0
Fourth Year	P407	Specialized Public Relations	2	1
Fourth Year	P408	Art of Voice and Delivery	2	0
Fourth Year	P409	International Public Relations	1	0
Fourth Year	P410	Graduation Research	2	1

8. Expected learning outcomes of the program

Knowledge

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Identify the core concepts and theoretical foundations of Public Relations. 2. Explain the organizational structure and role of PR departments in various institutions. 3. Recognize the ethical and legal standards governing media and PR practices. 4. Differentiate between various media effects and communication theories. 5. Summarize the historical development of Public Relations as a global and local profession. | <p>"Upon successful completion of the program, students will be able to demonstrate a comprehensive understanding of the conceptual and theoretical foundations of Public Relations. They will be capable of analyzing the historical and legal frameworks that govern the media profession, while identifying the strategic role of PR in building organizational reputation within both governmental and non-governmental sectors."</p> |
|---|---|

Skills

- | | |
|--|--|
| <ol style="list-style-type: none"> 1. Conducting graduation research projects that apply scientific methodologies to | <p>"Employing public relations practice standards and applying them in accordance with contemporary methodologies and modern trends in the field."</p> |
|--|--|

address contemporary media and public relations issues. 2. Mastering field-based public relations skills required for professional practice within diverse organizational environments. 3. Acquiring emerging skills and digital competencies that keep pace with the continuous evolution of the public relations industry.	
Learning Outcomes 3	Learning Outcomes Statement 3
Ethics	
Learning Outcomes 4 Gaining a comprehensive mastery of Public Relations arts in alignment with professional ethics and principles. Enabling students to effectively practice Public Relations in professional settings, providing a practical application of the knowledge acquired throughout the program.	"Promoting commitment to the ethical principles of the Public Relations profession as established in both local and international charters."
Learning Outcomes 5	Learning Outcomes Statement 5

9. Teaching and Learning Strategies

- 1. Faculty Lectures: Delivered by the course instructor to cover core concepts.**
- 2. Electronic Presentations: Utilizing PowerPoint and multimedia tools in lectures.**
- 3. Student-Led Presentations: Preparing and presenting lectures in class, then uploading**

them to e-learning platforms and virtual classrooms.

4. **Practical Laboratory Training:** Including field applications, student training newspapers, computer labs, and specialized writing for Public Relations.
5. **Field Application:** Implementation of field-based training for all academic levels in specialized subjects.
6. **Advanced PR Case Studies:** Presenting models of modern Public Relations that align with technological advancements and emerging media applications.
7. **Integrated Theoretical and Practical Lectures:** Conducting specialized sessions that bridge academic theory with professional PR practice.
8. **Student Self-Assessment:** Performance-based testing within laboratory environments to monitor progress.
9. **In-depth Content Delivery:** Detailed explanation and analysis of the scientific material and curriculum.
10. **Collaborative Media Production:** Engaging students in the actual writing and production of media content.

10. Evaluation methods

1. **Theoretical and Practical Examinations:** Assessing both conceptual knowledge and applied skills.
2. **Graduation Research Projects:** Evaluating the student's ability to conduct independent scientific research.
3. **Applied Training and Continuous Assessment:** Including field internships, monthly and daily quizzes, along with comprehensive year-end examinations.
4. **Behavioral Observation and Evaluation:** Monitoring and assessing professional conduct and student engagement.
5. **Media Workshops and Seminars:** Evaluating participation in workshops aimed at exchanging ideas and producing practical recommendations with academic and

professional impact.

6. **Cumulative Record Tracking and Analysis: Analyzing students' academic progress and performance history through their cumulative records.**

11. Faculty

Faculty Members

Academic Rank	Specialization		Special Requirements/Skills (if applicable)		Number of the teaching staff	
	General	Special			Staff	Lecturer
Ethar Tariq Khalil Ibrahim	Media	Public Relations	Professor		Tenured	
Basim Kareem Suwaidan Khalil	Political Science	International Studies	Professor		Tenured	
Sabah Anwar Mohammed Ali	Media	Public Relations	Professor		Tenured	
Abd Mohsen Hamad Saleh	Arabic Language	Literature	Professor		Tenured	
Adnan Abdul Razzaq Musleh	Hebrew Language	Literature	Professor		Tenured	
Arsan Yousef Arsan Ali	Media	Public Relations	Professor		Tenured	
Mohammed Jiyad Zein Al-Din	Media	Public Relations	Professor		Tenured	
Mahmoud Yassin Saud Dhahir	Media	Public Relations	Professor		Tenured	
Haitham Akab Attia Hamad	Media	Public Relations	Professor		Tenured	
Wasan Mahmoud Latif Ahmed	Arabic Language	Rhetoric (Balagha)	Professor		Tenured	
Ban Ahmed Ibrahim Mohammed	Design	Interior Design	Asst. Prof.		Tenured	
Hardan Hadi Sayel Brayess	Media	Public Relations	Asst. Prof.		Tenured	

Ziyad Hamad Abbas Aswad	Private Law	Philosophy of Legislation	Asst. Prof.		Tenured	
Laith Abdul Latif Abdul Ghani	Media	Public Relations	Asst. Prof.		Tenured	
Lina Fathi Siddiq Shaker	English Language	Linguistic Applications	Asst. Prof.		Tenured	
Mohammed Salem Abdul Wahid	Islamic Sharia	Jurisprudence (Fiqh)	Asst. Prof.		Tenured	
Mohammed Walid Saleh Abdul Wahid	Media	Public Relations	Asst. Prof.		Tenured	
Mustafa Mohammed Rashid Abbas	English Language	English Literature	Asst. Prof.		Tenured	
Nahla Najah Abdullah Ramadan	Media	Public Relations	Asst. Prof.		Tenured	
Huda Diya al-Din Najib	Computer Science	Information Systems	Asst. Prof.		Tenured	
Walid Hamdi Abed Gharib	Arabic Language	Linguistics	Asst. Prof.		Tenured	
Ahmed Khairy Ahmed Abdullah	Media	Media	Lecturer		Tenured	
Ahmed Abdul Salam Ayash	English Language	Teaching Methodologies	Lecturer		Tenured	
Alaa Abdul Qadir Khalaf	Arabic Language	Modern Literature	Lecturer		Tenured	
Iman Ali Khamis Wuhaib	Arabic Language	Literature	Lecturer		Tenured	
Heba Amer Ali Ahmed	Media	Public Relations	Lecturer (PhD)		Tenured	
Omnia Raed Mohammed Jawad	Media	Journalism	Lecturer (PhD)		Tenured	
Hanan Haider Sahib	Media	Public Relations	Lecturer (PhD)		Tenured	
Riam Alaa al-Din Abdul Hamid	Media	Public Relations	Lecturer (PhD)		Tenured	
Sally Diya Khalil Ibrahim	Media	Public Relations	Lecturer (PhD)		Tenured	
Mahmoud Moazzaz Iskandar	Media	Radio & TV Journalism	Lecturer (PhD)		Tenured	
Noor Jassim Mohammed Elaiwi	Media	Public Relations	Lecturer (PhD)		Tenured	

Rana Salem Obaid Hammoud	English Language	Applied Linguistics	Lecturer		Tenured	
Zina Mahmoud Ahmed Jarallah	Media	Public Relations	Lecturer		Tenured	
Laith Salam Mahdi Ahmed	Political Science	International Relations	Lecturer		Tenured	
Israa Darwish Kazim Darwish	Political Science	International Relations	Asst. Lecturer		Tenured	
Israa Dhafer Abdul Hamid	Law	Private Law	Asst. Lecturer		Tenured	
Asaad Qasim Sharif	Computer Science	Information Technology	Asst. Lecturer		Tenured	
Aseel Mohammed Abdullah Weiss	Media	Public Relations	Asst. Lecturer		Tenured	
Thamer Daham Hamid Mahmoud	Media	Media Management	Asst. Lecturer		Tenured	
Hanin Omar Abdullah	Islamic Sciences	Interpretation (Tafsir)	Asst. Lecturer		Tenured	
Ruaa Abdul Jabbar Khudair	Media	Public Relations	Asst. Lecturer		Tenured	
Raya Adel Kamil Saleh	Computer Science	Information Technology	Asst. Lecturer		Tenured	
Zahraa Mustafa Abdul Rahman	Computer Science	Information Technology	Asst. Lecturer		Tenured	
Saba Nawfal Bahaa Baqer	Political Science	International Studies	Asst. Lecturer		Tenured	
Ola Walid Karim Turki	Media	Public Relations	Asst. Lecturer		Tenured	
Fatima Shamel Hashem	Media	Public Relations	Asst. Lecturer		Tenured	
Mohammed Jassim Mohammed Khalaf	Media	Public Relations	Asst. Lecturer		Tenured	
Mohammed Raad Abed Abbas	Media	Public Relations	Asst. Lecturer		Tenured	
Mustafa Salam Mohammed Ali	Law	Private Law	Asst. Lecturer		Tenured	
Mustafa Amer Sanad Mohammed	Media	Public Relations	Asst. Lecturer		Tenured	
Nabaa Abbas Moussa Mudhiri	Media & PR	Media Management	Asst. Lecturer		Tenured	

Nesreen Yassin Hadi Mahmoud	Arabic Language	Linguistics	Asst. Lecturer		Tenured	
Noor Arkan Mohammed	History	Modern History	Asst. Lecturer		Tenured	
Mohammed Ibrahim Abdullah	Media	Public Relations	Lecturer		Tenured	

Professional Development

Mentoring new faculty members

"Newly appointed faculty members are oriented by briefing them on the administrative regulations and academic requirements to which they must adhere. Relevant procedural contexts are thoroughly explained, while emphasizing full readiness to resolve any challenges that might hinder the effective performance of their duties."

Professional development of faculty members

"The academic and professional development plan for faculty members is based on: implementing active teaching and learning strategies, and assessing learning outcomes using proportional and standardized tools. Additionally, it includes internal and international professional training programs, and participation in workshops and scientific seminars to exchange expertise, backed by administrative and technical support to ensure the quality of academic performance."

12. Acceptance Criterion

Admission Channels

- **Central Admission via the Electronic Application System**
- **Public Parallel Morning Education**

13. The most important sources of information about the program

- 1. Student Handbook – College of Media, Al-Iraqia University**
- 2. Online Student Guide (Official Website)**

14. Program Development Plan

"The plan aims to monitor and draw inspiration from the curricula of advanced nations in the field of Public Relations, while integrating modern technologies into PR activities to enhance performance quality and ensure alignment with global standards.

Program Skills Outline														
				Required program Learning outcomes										
Level	Course Code	Course Name	Basic or optional	Knowledge				Skills				Ethics		
				A1	A2	A3	A4	B1	B2	B3	B4	C1	C2	C3
	P101	Media Language	Core	√					√					√
	P102	English Language	Core	√					√					√
	P103	Principles of Public Relations	Core	√					√					√
	P104	News and Reporting Arts	Core	√					√					√
	P105	Introduction to Communication Science	Core	√					√					√
	P106	Protocol and Etiquette	Core	√					√					√
	P107	Media and Digital Literacy	Core	√					√					√
	P108	Human Rights and Democracy	Core	√					√					√
	P109	Media Photography	Core	√					√					√
	P110	Computer Science	Core	√					√					√
Year 1	P201	Media Language	Core	√					√					√
Year 1	P202	English Language	Core	√					√					√
Year 1	P203	Marketing Public Relations	Core	√					√					√
Year 1	P204	Journalistic Arts	Core	√					√					√
Year 1	P205	Communication Theories	Core	√					√					√
Year 1	P206	Public Relations Strategies	Core	√					√					√
Year 1	P207	Scientific Research Methodology	Core	√					√					√
Year 1	P208	Principles of Advertising	Core	√					√					√
Year 1	P209	Information Technology	Core	√					√					√
Year 1	P210	Social Psychology	Core	√					√					√

ar	P211	Crimes of the Ba'ath Regime	Core	√					√					√
r	P301	International Media	Core	√					√					√
r	P302	English Language	Core	√					√					√
r	P303	Public Opinion Polls	Core	√					√					√
r	P304	Radio and Television Techniques	Core	√					√					√
r	P305	Media Discourse Language	Core	√					√					√
r	P306	Media Legislation	Core	√					√					√
r	P307	Media Research Methodology	Core	√					√					√
r	P308	Public Relations Management	Core	√					√					√
r	P309	Digital Public Relations	Core	√					√					√
r	P310	Writing for Public Relations	Core	√					√					√
ar	P401	Linguistic Applications	Core	√					√					√
ar	P402	English Language	Core	√					√					√
ar	P403	Public Relations Campaigns	Core	√					√					√
ar	P404	Introduction to Propaganda	Core	√					√					√
ar	P405	Advertising Design	Core	√					√					√
ar	P406	Field Applications	Core	√					√					√
ar	P407	Specialized Public Relations	Core	√					√					√
ar	P408	Art of Voice and Elocution	Core	√					√					√
ar	P409	International Public Relations	Core	√					√					√
ar	P410	Graduation Research Project	Core	√					√					√

International Public Relations

1. Course Name:	
International Public Relations	
2. Course code:	
P409	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes:	
in-person in Classes	
6. Total Study Hours / Units :	
60 hours annually / 2 units	
7. Course Lecturer:	
Lct. Dr. Laith Salam Asst. Lct. Ola Waleed Kareem	
laith.s.mahdi@moheer.gov.iq ola.w.kareem@moheer.gov.iq	
8. Course Objectives:	
Course Objectives	It aims to introduce students to international public relations, its goals, and types, as well as the tools of international public relations.
9. Teaching and Learning Strategies	
Strategies	Knowledge Objectives: This course aims to provide students with sufficient knowledge about international public relations, differentiate between international public relations and conventional public relations, and enable them to understand the types of international public relations and their fields of application

10. Course Structure: First Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Definition and Emergence of International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
2	2	Knowledge Acquisition	Difference between International Public Relations and Conventional Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
3	2	Knowledge Acquisition	Importance of International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
4	2	Knowledge Acquisition	Objectives and Functions of International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
5	2	Knowledge Acquisition	Fields of International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
6	2	Knowledge Acquisition	Tools of International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
7	2	Knowledge Acquisition	International Public Relations and Political Communication	Explanation & discussion	Awarding Grades to Students Based on Their Participation
8	2	Knowledge Acquisition	Strategies for Building Relationships	Explanation & discussion	Awarding Grades to Students Based on Their Participation
9	2	Knowledge Acquisition	Governmental International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
10	2	Knowledge Acquisition	Concept of Governmental International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
11	2	Knowledge Acquisition	Mental Image in International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
12	2	Knowledge Acquisition	Discussion on International Public	Explanation & discussion	Awarding Grades to Students Based on

			Relations in All Its Models		Their Participation
13	2	Knowledge Acquisition	Diplomacy in International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
14	2	Knowledge Acquisition	Concept, Definition, and Objectives of Diplomacy in International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
15	2	Knowledge Acquisition	American Diplomacy in International Public Relations	Explanation & discussion	Awarding Grades to Students Based on Their Participation
Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Public Diplomacy as a Research Field	Explanation & discussion	Awarding Grades to Students Based on Their Participation
2	2	Knowledge Acquisition	Understanding Types of Diplomacy	Explanation & discussion	Awarding Grades to Students Based on Their Participation
3	2	Knowledge Acquisition	Definition of Popular Diplomacy	Explanation & discussion	Awarding Grades to Students Based on Their Participation
4	2	Knowledge Acquisition	Discussion on Popular Diplomacy: Types and Methods	Explanation & discussion	Awarding Grades to Students Based on Their Participation
5	2	Knowledge Acquisition	Reasons for Interest in Popular Diplomacy	Explanation & discussion	Awarding Grades to Students Based on Their Participation
6	2	Knowledge Acquisition	Objectives of Popular Diplomacy	Explanation & discussion	Awarding Grades to Students Based on Their Participation
7	2	Knowledge Acquisition	Activities of Popular Diplomacy	Explanation & discussion	Awarding Grades to Students Based on Their Participation
8	2	Knowledge Acquisition	Protocol	Explanation & discussion	Awarding Grades to Students Based on Their Participation
9	2	Knowledge Acquisition	Definition and Emergence of Protocol	Explanation & discussion	Awarding Grades to Students Based on

					Their Participation
10	2	Knowledge Acquisition	Development of Protocol	Explanation & discussion	Awarding Grades to Students Based on Their Participation
11	2	Knowledge Acquisition	Rules of Protocol	Explanation & discussion	Awarding Grades to Students Based on Their Participation
12	2	Knowledge Acquisition	International Public Relations in the Context of Globalization	Explanation & discussion	Awarding Grades to Students Based on Their Participation
13	2	Knowledge Acquisition	Emergence of Economic Blocs	Explanation & discussion	Awarding Grades to Students Based on Their Participation
14	2	Knowledge Acquisition	Globalization of Economic Enterprises	Explanation & discussion	Awarding Grades to Students Based on Their Participation
15	2	Knowledge Acquisition	Public Relations in the Context of Globalization	Explanation & discussion	Awarding Grades to Students Based on Their Participation

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.

Course Sources

A textbook Prepared by the course instructors, gathering information from a variety of Arabic and foreign sources to enrich the student with the necessary knowledge.

Qualitative Public Relations

1.Course Name:	
Qualitative Public Relations	
2.Course code:	
P407	
3.Semester / Year :	
first & second semester 2025-2026	
4.Date of description :	
12/5/2026	
5.Available Attendance Modes :	
in-person	
6.Total Study Hours / Units :	
60 hours annually (2) units	
7.Course Coordinator Name (If more than one, mention all)	
Name: Prof. Dr. Haytham Aqqab Atiya E-mail : haithem.e.attea@mohesr.gov.iq Name : Assist.. Dr. Muhammad Walid Salih E-mail : mohammed.w.salih@aliraqia.edu.iq	
1. Course Objectives:	
Course Objectives	The course aims to familiarize the concept of qualitative public relations, its origins, and stages of development, and introduce the student to the importance of the basic functions it performs. It also provides a comprehensive overview of its fields at the internal and external levels and the issues associated with its practice at both formal and informal levels.
2. Teaching and Learning Strategies	
Strategies	Cognitive Objectives / This course aims to provide the student with theoretical knowledge and scientific skills about qualitative public relations. The course covers the concept of qualitative public relations, its characteristics, the factors that led to its development, and the definition of media technology. It also explains its fields and scientific methods, as well as a model for building a positive image of the state through governmental public relations and proposes a program for it. The curriculum also clarifies the concept of targeted channels, television discourse, the marketing of political culture, and public relations and its role in promoting human rights culture and peaceful coexistence

3. Course Structure / First Semester					
Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	"Introduction to the origins of qualitative public relations, explanation and discussion, grading for participants."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Second	2	Knowledge Acquisition	"Understanding the concept of qualitative public relations and its stages of development, explanation and discussion, grading for participants, and brainstorming questions for students."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	"Understanding the fields of qualitative public relations, explanation and discussion, grading for participants."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

fourth	2	Knowledge Acquisition	"Identifying the objectives and importance of qualitative public relations, along with a review of scientific and practical models in advertising analysis."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fifth	2	Knowledge Acquisition	"Discussion of the functions and objectives of qualitative public relations, what is meant by goal and function? And what is the difference between them? Explanation and discussion, grading for participants, and conducting a daily exam on the previous lecture."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
sixth	2	Knowledge Acquisition	"Explanation of scientific methods for practicing qualitative public relations."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

seventh	2	Knowledge Acquisition	"Explanation of scientific methods for practicing qualitative public relations."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Eighth	2	Knowledge Acquisition	"Public Relations and Media Globalization , understanding, explanation and discussion, grading for participants."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
ninth	2	Knowledge Acquisition	"Building a positive image of the state, explanation and discussion, grading for participants."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
tenth	2	Knowledge Acquisition	Active Participle: Its Definition and Limits	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"

eleventh	2	Knowledge Acquisition	"Qualitative Public Relations and State Image Building."	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"
twelfth	2	Knowledge & skill Acquisition	Considered Media Applications and Texts"	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"
Thirteenth	2	Knowledge Acquisition	"Acquisition, explanation, and discussion, grading for participants, and conducting a daily exam on the previous lecture."	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"

Fourteenth	2	Knowledge Acquisition	"Measuring knowledge, the theoretical semester exam."	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"
fifteenth	2	Measuring Knowledge by Examination.		Test and Measurement	Evaluation by Grades
12- Course Structure / Second Semester.					
Week number	2	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	☐ Governmental Public Relations	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
second	2	Knowledge Acquisition	☐ Objectives of Governmental Public Relations	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
third	2	Knowledge Acquisition	☐ Work Program of Governmental Public Relations in Iraq	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

fourth	2	Knowledge Acquisition	☐ Targeted Television Channels	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifth	2	skill Acquisition	☐ Targeted Television Channels	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
sixth	2	Knowledge Acquisition	☐ Television Discourse	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
seventh	2	Knowledge & skill Acquisition	☐ Marketing of Political Culture	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eighth	2	Knowledge & skill Acquisition	☐ Preventing Terrorism, Extremism, and Violence	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
ninth	2	Knowledge & skill Acquisition	☐ Qualitative Public Relations and Raising Awareness of Human Rights	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
tenth	2	Knowledge & skill Acquisition	☐ Qualitative Public Relations and Raising Awareness of Peaceful Coexistence	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

eleventh	2	Knowledge & skill Acquisition	☐ Qualitative Public Relations and its Practice in University Institutions	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
twelfth	2		☐ Writing Advertising Scripts	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Thirteenth	2	skill Acquisition	☐ Training Students on Preparing a Program for Practicing Qualitative Public Relations in the Institution	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Fourteenth	2	Knowledge Acquisition	☐ Training Students on Preparing a Program for Practicing Qualitative Public Relations in the Institution	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifteenth	2	Evaluation of Skills and Knowledge	☐ Second Semester Exam	test	Awarding Grades for the Second Semester

13- Course evaluation

"Distribution of the grade out of 100 based on the tasks assigned to the student, such as daily " preparation, daily and oral exams, monthly and written exams, reports, etc."

13 -Learning and Teaching Resources

Required Textbooks (if any)	A comprehensive syllabus prepared for the above courses by the course instructor.
Primary References (Sources)	"Muhtar Al-Tahamy, Ibrahim Al-Daouqi, Principles of Public Relations in Developing Countries, Ministry of Higher Education and

	Scientific Research, 1980."
Recommended Books and References (Scientific Journals, Reports, etc.)	ashir Abbas Al-Alak, Organization and Management of Public Relations, Arabic Edition (Amman, Dar Al-Yazouri, 2010) Abdulmajid Shukri, Modern Public Relations Arts and Rules of Etiquette and Protocol (Cairo: Dar Al-Fikr Al-Arabi, 2013)
"Books and references"	"Television Advertisements _ YouTube Advertisements."

Advertisement Design

1. Course Name:	
Advertisement Design	
2. Course code:	
P405	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes	
: in-person in Classes	
6. Total Study Hours / Units :	
120 hours annually / 3 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	Designing the Advertising	Explanation &	Awarding Grades to

		Acquisition	Storyboard	discussion	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 & Skills Acquisition	Designing the Main Headline and Subheadings	Explanation & discussion	Awarding Grades to 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
10	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		

Linguistic Applications

1. Course Name:.	
Linguistic Applications - Fourth Stage / Public Relations	
2. Course code:	
P401	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes	
: in-person in Classes	
6. Total Study Hours / Units :	
60 hours annually / 2 units	
7. Course Lecturers:	
Asst. Prof. Dr. Waleed Hamdi Abd	Email: waleed.h.abd@aliraqia.edu.iq
Lct. Dr. Eman Ali Khamees	Email: eman.a.khamees@moheer.gov.iq
8. Course Objectives:	
Course Objectives	The course aims to introduce the concept of linguistic applications and acquaint students with the importance of these applications and their four basic languages. It provides a comprehensive overview of the types of languages used in print journalism, auditory and visual radio, television language, and advertising language. Additionally, the course aims to clarify linguistic texts and the field of linguistic applications.
9. Teaching and Learning Strategies	
Strategies	Knowledge Objectives: Students will explore the language of journalism, the characteristics of journalistic language, and the methods used in it. They will learn

	about radio language, its features, and then transition to television language and the differences between the three media. After that, students will be introduced to the language of websites and the important linguistic and media texts that help in proper language regulation. The required strategy to teach students includes topics such as linguistic contrast, homonymy, the importance of numbers in media issues, and other important linguistic topics such as bias and neutrality and the ways to differentiate between them. Linguistic applications form essential topics that are beneficial for media students.
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10. Course Structure: First Semester

Wee k	Hours	Required Learnin g Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Journalistic Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam
2	2	Knowledge Acquisition	Characteristics of Journalistic Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	2	Knowledge Acquisition	Methods Used in Journalistic Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Knowledge Acquisition	Practical Application of Some Texts	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	2	Knowledge Acquisition	Radio Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	2	Knowledge Acquisition	Features of Radio Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	2	Knowledge Acquisition	Television Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	2	Knowledge Acquisition	Features of Television Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	2	Knowledge Acquisition	Advertising Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous

					Lecture
10	2	Knowledge Acquisition	Development of Advertising Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge Acquisition	Features of Advertising Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	2	Analysis Skills Acquisition	Language of Websites	Comparison and Evaluation	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	2	Knowledge Acquisition	Common Linguistic Errors in Website Language	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	2	Knowledge Acquisition	Examples of Media Texts Levels of Linguistic Expression	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
15	2	Knowledge Assessment by Exam	First Semester Exam	Test	Evaluation by Grades
Second Semester					
1	2	Knowledge Acquisition	Important Linguistic Topics in Linguistic Applications	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
2	2	Knowledge Acquisition	Linguistic Contrasts	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	2	Knowledge Acquisition	Homonyms	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Knowledge Acquisition	Common Linguistic Errors in Linguistic Applications	Explanation & discussion	Awarding Grades to Participants and Conducting Daily

					Exam on Previous Lecture
5	2	Skills Acquisition	Numbers and Linguistic Applications	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	2	Knowledge Acquisition	The Position of Numbers in Journalistic Texts	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	2	Knowledge & Skills Acquisition	Bias / Biased Words	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	2	Knowledge & Skills Acquisition	Neutrality in Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	2	Knowledge & Skills Acquisition	Texts Representing Neutrality in Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	2	Knowledge & Skills Acquisition	Meanings of Letters in Linguistic Applications	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge Acquisition	Usage of Prepositions	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	2	Knowledge Acquisition	Linguistic Applications in Prepositions	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	2	Skill Acquisition	Other Examples of Common Errors	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	2	Knowledge Acquisition	Media Texts Analyzed in Terms of Grammar,	Explanation & discussion	Awarding Grades to Participants and

			Meaning, and Spelling		Conducting Daily Exam on Previous Lecture
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>/ Abdul Aziz Sharaf - <i>Al-Nahw Al-Kafi (Sufficient Grammar)</i> / Abbas Hassan - <i>Jami' Al-Duroos Al-Arabiyya (The Comprehensive Arabic Lessons)</i> / Mustafa Al-Ghalayen - <i>Al-Kafi fi Al-Balaghah (Sufficient in Rhetoric)</i> / Dr. Ayman Elgendy
Recommended Books and References (Scientific Periodicals, Reports, etc.)	<i>Arabic Grammar</i> / Curriculum books by the Ministry of Education
Online References, Websites, etc.	Reputable Internet Websites for Scientific Institutions

Public Opinion Campaigns

1. Course Name:	
Public Opinion Campaigns	
2. Course code:	
P403	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes	
: in-person in Classes	
6. Total Study Hours / Units :	
60 hours annually / 2 units	
7. Course Lecturer:	
Prof. Dr. Muhammed Jiad Zin Al-ddin Email: dr.muhammed72@yahoo.com	
8. Course Objectives:	
Course Objectives	The course aims to introduce the concept of public relations campaigns and the planning process for preparing them. It aims to familiarize the student with the importance of campaigns and their implementation mechanisms, as well as to provide a comprehensive overview of the types of campaigns and programs that can be prepared to achieve the designated objectives.
9. Teaching and Learning Strategies	
Strategies	Knowledge Objectives: This course aims to provide students with theoretical knowledge

	and practical scientific skills regarding public relations campaigns. The course covers the concept of campaigns, proper scientific planning for preparing and organizing various campaigns according to the planned objective, understanding the most important characteristics and features of communication tools used by the campaign to reach its target audience, identifying the key functions of public relations, determining and understanding public relations programs and their importance, conditions for achieving the programs, differences between campaigns, plans, and programs, and identifying the main strategies used in campaigns.
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10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Definition of Campaign Concept and Explanation: Explaining the campaign concept and discussing and grading participants in daily classroom activities.	Explanation & discussion	Awarding Grades to Participants
2	2	Knowledge Acquisition	Understanding the objectives of public relations in governmental institutions both internally and externally, explaining and discussing and grading participants and posing brainstorming questions to students.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	2	Knowledge Acquisition	Understanding modern public relations functions, explaining and discussing and grading participants.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Knowledge Acquisition	Recognizing public relations functions in governmental institutions, explaining, discussing, and grading participants, and conducting a daily quiz on the previous lecture.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	2	Knowledge Acquisition	Communication Concept and Its Relation to the Campaign as the campaign is a communication process,	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	2	Knowledge Acquisition	Communication characteristics and elements, and discussing grading participants, and conducting a daily quiz on the previous lecture.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	2	Knowledge Acquisition	Advertising concepts and types, explaining, discussing, and grading participants, and conducting a daily quiz on the previous lecture.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture

8	2	Knowledge Acquisition	Features and characteristics of media and communication content in campaigns.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	2	Knowledge Acquisition	Components of Advertising Message: explaining, discussing, and grading participants on the components of the advertising message.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	2	Knowledge Acquisition	Preparing an Awareness Training Campaign:	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge Acquisition	Acquiring knowledge of the components of the advertising message, explaining, discussing, grading participants, and conducting a daily quiz on the previous lecture.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	2	Analysis Skills Acquisition	Acquiring knowledge about the audience, their types and targeted categories in campaigns, explaining and quick discussion.	Comparison and Evaluation	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	2	Knowledge Acquisition	Recognizing the types of internal and external audiences in public relations.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	2	Knowledge Acquisition	Implementing a training and practical advertising campaign by students.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
15	2	Knowledge Assessment by Exam	Assessing knowledge through theoretical midterm exam.	Test and Assessment	Evaluation by Grades
Second Semester					
1	2	Knowledge Acquisition	Understanding the concept and methods of propaganda.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
2	2	Knowledge	Understanding the	Explanation &	Awarding Grades to

		Acquisition	concept, stages, and importance of planning in preparing campaigns.	discussion	Participants and Conducting Daily Exam on Previous Lecture
3	2	Knowledge Acquisition	Understanding public relations strategies and their types.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Knowledge Acquisition	Understanding the concept and characteristics of the media campaign.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	2	Skills Acquisition	Planning for a public relations campaign.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	2	Knowledge Acquisition	Understanding the media and communication tools used in campaigns.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	2	Knowledge & Skills Acquisition	Preparing a health awareness campaign by students.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	2	Knowledge & Skills Acquisition	Understanding public relations programs.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	2	Knowledge & Skills Acquisition	Writing and editing radio advertisements.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	2	Knowledge & Skills Acquisition	Identifying differences between a campaign, program, and plan.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	2	Knowledge Acquisition	Success Conditions of Public Relations Programs: understanding the importance and success conditions of	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture

			public relations programs.		
12	2	Knowledge Acquisition	Understanding types and principles of preparing public relations programs.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	2	Skill Acquisition	Understanding types of road advertisements in Iraqi streets.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	2	Knowledge Acquisition	Conducting a practical training exercise in preparing a political campaign by students.	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)	Muhammed Jiad Zin Al-ddin, <i>Advertising Campaigns for Mobile Telecommunications Companies</i> , Amman: Dar Amjad for Publishing and Distribution, 2015. Buran Mureiden, <i>Public Relations Campaigns</i> , Syria: Publications of the Syrian Virtual University (SVU), 2020.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	
Online References, Websites, etc.	

The Art of Voice and Delivery

1.Course Name:
The Art of Voice and Delivery
2.Course code:
P408
3.Semester / Year :
first semester 2025-2026
4.Date of description :
12/5/2026
5.Available Attendance Modes:
in-person
6.Total Study Hours / Units :
60 hours annually (2) units
7.Course Coordinator Name (If more than one, mention all)

Name: Assist. Prof. Dr. Wasan Mahmoud Latif **E-mail :** wassanlateef38@gmail.com

Name : Dr. Nisreen Yaseen Hadi

1. Course Objectives:

Course Objectives	The course aims to introduce the concept of voice and its occurrence, acquaint the student with the importance of voice and delivery and their basic functions, provide a comprehensive overview of types of voice and its components, and explain the sections and steps of the voice with a detailed explanation of the types of human voice.
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2. Teaching and Learning Strategies

Strategies	Cognitive Goals / This course aims to provide students with theoretical knowledge and practical skills about voice and delivery. The course covers the concept of voice and delivery, its characteristics, the factors that led to its development, and the definition of delivery technique and the difference between voice and delivery. It also explains the types of delivery, the conditions for delivery, and its components. In addition, it introduces the technical means of delivery and delivery skills, including persuasion and attraction, the purposes of delivery, and the elements of delivery and the process of preparing delivery. The main delivery methods include poetic, dramatic, rhetorical, narrative, epic delivery, and then radio and television delivery. After that, breathing regulation exercises.
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3. 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 Voice and How Voice Occurs	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Second	2	Knowledge Acquisition	Understanding the Concept of Voice and the Stages of Forming Linguistic Voice	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	Understanding the Speech Apparatus and Speech Organs	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fourth	2	Knowledge Acquisition	Understanding the Classification of Voice According to Its Characteristics	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

fifth	2	Knowledge Acquisition	Introduction to Delivery and Its History, Followed by the Elements of the Delivery Process	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
sixth	2	Knowledge Acquisition	The Difference Between the Art of Delivery Among Arabs, Greeks, and the Greeks (Hellenes)	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
seventh	2	Knowledge Acquisition	Delivery Technique and Delivery Conditions	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Eighth	2	Knowledge Acquisition	Phonetics, Delivery, and Delivery Components	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

ninth	2	Knowledge Acquisition	Delivery Technology Tools	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
tenth	2	Knowledge Acquisition	Purposes of Delivery	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"
eleventh	2	Knowledge Acquisition	Understanding the Elements of Delivery	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"
twelfth	2	Knowledge & skill Acquisition	Methods of Delivery	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"

Thirteenth	2	Knowledge Acquisition	Poetic Delivery Style	Comparison and Evaluation	Awarding grades to " participants and conducting a daily exam on the previous lecture"
Fourteenth	2	Knowledge Acquisition	Rhetorical Delivery Style	Explanation & discussion	Awarding grades to " participants and conducting a daily exam on the previous lecture"
fifteenth	2	Measuring Knowledge by Examination.	First Semester Exam	Test and Measurement	Evaluation by Grades
12- Course Structure / Second Semester.					
Week number	2	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	The Process of Preparing Delivery	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

second	2	Knowledge Acquisition	Developing Self-Control Skills	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
third	2	Knowledge Acquisition	Discouragement and Obstacles	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fourth	2	Knowledge Acquisition	Voice and Delivery Course Content	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifth	2	skill Acquisition	Narrative Delivery Style	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
sixth	2	Knowledge Acquisition	Training on Breathing Regulation with Reading	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
seventh	2	Knowledge & skill Acquisition	Breathing Regulation Exercises	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eighth	2	Knowledge & skill Acquisition	Breathing and Control Exercises During Reading	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

ninth	2	Knowledge & skill Acquisition	Skills Related to Voice and Breathing	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
tenth	2	Knowledge & skill Acquisition	Skills Related to Movement	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eleventh	2	Knowledge Acquisition	Skills Related to Appearance	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
twelfth	2		Understanding Intonation Safety	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Thirteenth	2	skill Acquisition	Understanding Linguistic Vocal Performance	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Fourteenth	2	Knowledge Acquisition	Understanding Vocal Pause and Stress	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifteenth	2	Evaluation of Skills and Knowledge	Second Semester Exam	test	Awarding Grades for the Second Semester

13- Course evaluation

"Distribution of the grade out of 100 based on the tasks assigned to the student, such as daily preparation, " daily and oral exams, monthly and written exams, reports, etc."

14-Learning and Teaching Resources

Required Textbooks (if any)	A comprehensive syllabus prepared for the above courses by the course instructor.
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Primary References (Sources)	The Art of Preparation and Delivery, Sami Khalid Radio and Television Writing, Basma Khalid Radio and Television Arts, Falah Kazem Introduction to Radio and Television Arts, Dr. Saleh Al-Sayed Al-Iraqi
Recommended Books and References (Scientific Journals, Reports, etc.)	
"Books and references"	

Introduction to Propaganda

Course Name:	
Introduction to Propaganda	
2. Course Code:	
P404	
4. Date of Description Preparation: 12 / 5 / 2026	
5. Available Attendance Modes: In-person	
6. Total Study Hours: 60 hours / Total Units: 2	
7. Course Instructor(s):	
Name: Asst. Prof. Hiba Amer Ali Email: hia.a.ali@aliraqia.edu.iq Name: Asst. Prof. Omnia Raed	
Course Objectives	
Course Objectives	The course aims to identify the concept of propaganda, and the student becomes familiar with the historical development of the concept, in addition to the rules of propaganda and its types. It aims to clarify propaganda appeals and counter-propaganda and their relationship with other communication patterns, and primarily their relationship with public relations, as well as electronic propaganda and political propaganda, the use of propaganda language and the functions of language in political propaganda activity, and propaganda and crises, and persuasive methods in propaganda.
1. Teaching and Learning Strategies	
Strategy	Cognitive Objectives: The course aims for the student to acquire knowledge about propaganda through broader

	means and how to distinguish it from other communication patterns, its forms, and its historical development. It also addresses the most prominent forms of propaganda and their importance during crises and the persuasive methods used within them. In addition, it introduces the main direct and indirect persuasive techniques and the use of language in them. It covers counter-propaganda and methods of confronting it, and its overlap with public relations.
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2. Course Structure

Week	Hours	Intended Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Knowledge Acquisition	Historical Introduction to Propaganda	Explanation and Discussion	Participation grading
Week 2	2	Knowledge Acquisition	Understanding the concept of propaganda, reviewing definitions, and reaching an operational definition based on student comprehension	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 3	2	Knowledge Acquisition	Identifying the rules of propaganda	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 4	2	Knowledge Acquisition	Identifying types of propaganda, distinguishing between them, and exploring implicit types	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 5	2	Knowledge Acquisition	Identifying persuasive appeals used in propaganda	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 6	2	Knowledge Acquisition	Understanding counter-propaganda, its associations, differences, and methods of resistance	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 7	2	Knowledge Acquisition	Political propaganda and its relation to other communication patterns	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 8	2	Knowledge	Propaganda and public relations:	Explanation	Participation grading +

		Acquisition	distinguishing between the two in marketing contexts	and Discussion	in-class quiz on previous lecture
Week 9	2	Knowledge Acquisition	The role of media and communication technologies in enhancing electronic propaganda	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 10	2	Knowledge Acquisition	Definition of political propaganda and the use of language in it	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 11	2	Knowledge Acquisition	How language is used in political propaganda activities	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 12	2	Analytical Skills Acquisition	Language use in political propaganda and propaganda during crises	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 13	2	Knowledge Acquisition	Identifying persuasion techniques in propaganda	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 14	2	Knowledge Acquisition	Identifying persuasion techniques in propaganda	Explanation and Discussion	Participation grading + in-class quiz on previous lecture
Week 15	2	Knowledge Assessment via Exam	Identifying persuasion techniques in propaganda	Explanation and Discussion	Participation grading + in-class quiz on previous lecture

3. Course Evaluation|

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

4. Learning and Teaching Resources

Prescribed textbooks (if available)	A comprehensive curriculum prepared by the course instructor for the above-listed subjects
Main references (sources)	Propaganda and Political Propaganda, Guy Durandin, translated by Dr. Ralf Rizqallah, Al-Muassasa Al-Jamia for Studies, Publishing and Distribution . Theory of the State, Nicholas Lantzaz, translated by Michel Kilo, Dar Al- Kawthar Political Propaganda and Its Impact on Shaping Public Opinion, Mohamed Ibrahim Abdullah, Mahdi Mah Mohamed, Dar Ghaida for Publishing and Distribution litical Propaganda, Lindley Fraser, translated by Abdel Salam Shehata, Dar Abjad

Recommended supplementary books and references (scientific journals, reports, etc.)	Political Propaganda and Live Models, International Journal of Publishing and Public Studies, Vol. 15, Issue 3
Electronic references, internet websites	Political Propaganda through Media Channels and Social Media Applications

Public Relations Management

1.Course Name:	
Public Relations Management	
2.Course code:	
P308	
3.Semester / Year :	
first semester 2025-2026	
4.Date of description :	
12/5/2026	
5.Available Attendance Modes:	
in-person	
6.Total Study Hours / Units :	
60 hours annually (2) units	
7.Course Coordinator Name (If more than one, mention all)	
Name: Asst. Prof. Dr. Riam Alaa Al-Din Email: riyam.a.abdulhameed@aliraqia.edu.iq	
Name: Asst. Lecturer Thamer Daham Hameed Email: thamer.d.hameed@aliraqia.edu.iq	
1. Course Objectives:	
Course Objectives	This course aims to introduce the concept of management and its importance, to examine whether it is a science and an art, to identify the most important managerial functions, and to explore how to train employees in public relations
2. Teaching and Learning Strategies	
Strategies	Cognitive Objectives / This course aims to provide the student with theoretical knowledge and scientific skills regarding the application of management in media institutions. The course covers the concept of management and its types, the most important managerial functions within the institution, the qualifications required for work in public relations, the importance of supervision in public relations at the institutional level, performance measurement, diagnosing deviations, follow-up, and evaluation

3. Course Structure / First Semester					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring knowledge	Definition of management and division of its activity, and whether management is a science or an art	Explanation and discussion	Awarding grades to participants and conducting an oral exam on the previous lecture
Week 2	2	Acquiring knowledge	Managerial functions	Explanation and discussion	Giving oral questions
Week 3	2	Acquiring knowledge	Functions of the institution	Explanation and discussion	Giving oral questions
Week 4	2	Acquiring knowledge	Research functions	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

Week 5	2	Acquiring knowledge	Planning functions	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 6	2	Acquiring knowledge	Communication functions	Explanation and discussion	Giving oral questions
Week 7	2	Acquiring knowledge	Evaluation function	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 8	2	Acquiring knowledge	Organization in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

Week 9	2	Acquiring knowledge	Job description of public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 10	2	Acquiring knowledge	Duties and responsibilities	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 11	2	Acquiring knowledge	Knowing the importance of qualifications for work in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 12	2	Acquiring knowledge	Acquiring knowledge of leading activities related to public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

Week 13	2	Acquiring analytical skills	Communications in public relations and the most important techniques of public relations	Comparison and evaluation	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 14	2	Acquiring knowledge	Comprehensive review of all materials related to the first semester	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 15	2	Measuring knowledge by exam	Measuring knowledge – midterm theoretical exam	Test and measurement	Evaluation by grades
12- Course Structure / Second Semester.					
Week	Hours	Required Learning Outcomes	Unit or Topic Name	Learning Method	Assessment Method
Week 1	2	Acquiring knowledge	Training employees in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

Week 2	2	Acquiring knowledge	Understanding what motivation is in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 3	2	Acquiring knowledge	Supervision in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 4	2	Acquiring knowledge	Understanding the most important pillars of supervision in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 5	2	Acquiring skills	Importance of supervision in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 6	2	Acquiring knowledge	Understanding the level of public relations management to improve effectiveness, increase efficiency, and develop public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 7	2	Acquiring knowledge and skill	Importance of supervision at the institutional level	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 8	2	Acquiring knowledge and skill	Importance of supervision at the community level	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 9	2	Acquiring knowledge and skill	Identifying the most important standards for measuring performance in the institution	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

Week 10	2	Acquiring knowledge and skill	Correcting deviations, diagnosis, treatment, and follow-up	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 11	2	Acquiring knowledge	Evaluation in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 12	2	—	Areas of evaluation in public relations, evaluation of the effectiveness of public relations, evaluation of the efficiency of public relations, and evaluation tools in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 13	2	Acquiring skill	Methods of evaluation in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 14	2	Acquiring knowledge	Evaluation techniques in public relations	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
Week 15	2	Evaluation of skill and knowledge	Second semester exam	Test	Awarding second semester grades

13- Course evaluation

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

14 -Learning and Teaching Resources

Prescribed textbooks (methodological, if any)	A comprehensive syllabus for the above courses prepared by the course instructor	
Main references (sources)		
Supporting books and references recommended (scientific journals, reports, etc.)		
Electronic references, internet sites		

1. Course Name:	
Public Opinion Polls	
2. Course Code:	
P303	
3. Semester / Year:	
2025–2026	
4. Description Preparation Date:	
12/5/2026	
5. Available Attendance Forms:	
in-person in Classes	
6. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours annually / 2 units	
7. Course administrator's name (mention all, if more than one name)	
Name: Asst. Prof. Dr. Nahla Najah Abdullah Email:	
Name: Lct. Dr. Omnia Raed Mohammad Email:	
8. Course Objectives	
Course Objectives	Understanding Core Concepts: Provide the student with a scientific and applied understanding of the concept of public opinion, its stages of formation, the factors influencing it, and its role in political and media decision-making. Identifying Types and Domains of Polls: Familiarize the student with various forms of opinion polling (political, social, marketing), along with the purpose and importance of each type in measuring audience attitudes. Mastering Measurement and Data Collection Tools: Train the student to design scientific data collection instruments—primarily questionnaires and interviews—and to se

	representative, suitable sampling methods for research.
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9. Teaching and Learning Strategies

Strategy	This course aims to provide students with theoretical knowledge and practical skills about public opinion. The course covers the concept of public opinion, characteristics, the factors that have led to its development, and definition. Additionally, the course explains different types of polls and everything in concern.
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1.	2	Knowledge Acquisition	Introduction to concept of public opinion, definition, functions, elements	Explanation discussion	Awarding Grades Participants
2.	2	Knowledge Acquisition	Understanding the concept of public opinion and development stages brainstorming questions for students.	Explanation discussion	Awarding Grades Participants Conducting Daily Examination Previous Lecture
3.	2	Knowledge Acquisition	Understanding the types of public opinion,	Explanation discussion	Awarding Grades Participants Conducting Daily Examination Previous Lecture
4.	2	Knowledge Acquisition	Theories of public opinion	Explanation discussion	Awarding Grades Participants Conducting Daily Examination Previous Lecture
5.	2	Knowledge Acquisition	Functions of public opinion	Explanation discussion	Awarding Grades Participants Conducting Daily Examination Previous Lecture
6.	2	Knowledge Acquisition	Types of public opinion	Explanation discussion	Awarding Grades Participants Conducting Daily Examination Previous Lecture
7.	2	Knowledge Acquisition	Public opinion as a social phenomenon.	Explanation discussion	Awarding Grades Participants Conducting Daily Examination Previous Lecture
8.	2	Knowledge Acquisition	Electronic public opinion	Explanation discussion	Awarding Grades Participants

					Conducting Daily Exam Previous Lecture
9.	2	Knowledge Acquisition	Study in the fields public opinion as scientific, social, political phenomenon.	Explanation discussion	Awarding Grades Participants Conducting Daily Exam Previous Lecture
10.	2	Knowledge Acquisition	Understanding the type samples, data process and result extraction.	Explanation discussion	Awarding Grades Participants Conducting Daily Exam Previous Lecture
11.	2	Awarding Grades Participants Conducting Daily Exam Previous Lecture	Study of science methodology measuring public opinion	Explanation discussion	Awarding Grades Participants Conducting Daily Exam Previous Lecture
12.	2	Awarding Grades Participants Conducting Daily Exam Previous Lecture	Focus on public opinion polls and their types.	Explanation discussion	Awarding Grades Participants Conducting Daily Exam Previous Lecture
13.	2	Awarding Grades Participants Conducting Daily Exam Previous Lecture	Working on how to design a survey form and practical applications.	Explanation discussion	Awarding Grades Participants Conducting Daily Exam Previous Lecture
14.	2	Awarding Grades Participants Conducting Daily Exam Previous Lecture	Assessment methods:	Explanation discussion	Awarding Grades Participants Conducting Daily Exam Previous Lecture
15.	2	Evaluation by Grades	First Semester Exam	Test and Assessment Evaluation by Grades	
Second Semester					
1.	2	Knowledge Acquisition	Study of public opinion in scientific, social, and political contexts.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
2.	2	Knowledge Acquisition	Types of opinion polls.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3.	2	Knowledge Acquisition	Positive aspects of public opinion.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4.	2	Knowledge	Negative aspects of	Explanation &	Awarding Grades

		Acquisition	public opinion.	discussion	to Participants and Conducting Daily Exam on Previous Lecture
5.	2	Knowledge Acquisition	Fundamentals of public opinion.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6.	2	Knowledge Acquisition	Importance of opinion polls.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Media and its role in shaping opinion.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Study of the scientific methodology for measuring public opinion.	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Explanation & discussion	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Explanation & discussion	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11.	2	Awarding Grades to Participants and Conducting Daily	Explanation & discussion	Explanation & discussion	Awarding Grades to Participants and Conducting Daily

		Exam on Previous Lecture			Exam on Previous Lecture
12.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Explanation & discussion	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Explanation & discussion	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14.	2	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture	Explanation & discussion	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
15.	2	Giving Second Semester Grades	Second semester exam.	Test	Giving Second Semester Grades

11. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

12. Learning and Teaching Resources

Required textbooks (curriculum books, if any)	A comprehensive textbook prepared by the course lecturer.
Main references (sources)	1. Gamal Salama Ali: Public Opinion between Word and Belief (Cairo: Dar Al Nahda Al Arabia, 2010) 2. Hamida Smeisim: Public Opinion Theory, An Introduction (Baghdad: the General House of Cultural Affairs, 1992) 3. Saleh Khalil Abu Isba: Public Relations and Human Communication (Amman: Affaires House, 2008) 4. Abdel Khaliq Mohamed Afifi: Public Relations in Social Work (Cairo: Al-Asr Library for Distribution, 2004) 5. Fathy Hussein Amer: Electronic Public Opinion (Cairo: University Publishing House, 2012) 6. Mohamed Abdel Hafiz: Public Relations (Cairo: Dar Al-Fajr for Publishing a

	Distribution, 2009(7.Mohamed Mounir Hijab: Fundamentals of Public Opinion (Cairo: Dar Al-Fajr for Publishing and Distribution, 2010) 8.Mahmoud Hassan Ismail: Media Research Methods (Cairo: Dar Al-Fikr Al-Arabi, 2011) 9.Mohamed Youssef: The Art of Public Relations (Cairo: The Arab Publishing House, 2008(10.Alfaidh Scientific Center for Public Opinion Polls: (Baghdad: Iraq National Library and Archive, 2011)
Recommended books and references (scientific journals, reports...)	-International Studies Journal -Media Researcher Journal -International Politics Journal
Electronic Websites	[Edoros](http://edoros.com[.

International Media

1. Course Name:	
International Media	
2.Course code:	
P301	
3.Semester / Year :	
first semester 2025-2026	
4.Date of description :	
12/5/2026	
5.Available Attendance Modes:	
in-person	
6.Total Study Hours / Units	
: 60 hours annually (2) units	
1. Course Coordinator Name (If more than one, mention all)	
Name : Assist.. Professor Doctor Basim Karim Swaydan E-mail : basim.k.suwaitan@aliraqia.edu.iq	
2. Course Objectives:	
Course Objectives	The course aims to introduce the concept of international media, its origin, and stages of development, as well as its fundamental functions. It also explores its relationship with other terms related to international affairs, especially the foreign policy of the state. Additionally, it highlights the importance of global agencies and their impact on weaker countries, as well as the effect of

	globalization on third-world countries and the risks that arise from its application in a way that does not align with the specific characteristics of our countries.
3. Teaching and Learning Strategies	
Strategies	Cognitive Goals / This course aims to provide students with theoretical knowledge and practical skills about international media. It covers how to distinguish it from other terms such as international communication, international advertising, and political propaganda. It also trains students on how to employ international media in serving the state's foreign policy. Additionally, it includes an overview of global news agencies, how they operate, and how they create inequalities and imbalances between the rich Northern countries and the Southern countries, making the latter dependent on the former. The course also trains students on the functioning of United Nations organizations working in the field of media and introduces them to globalization, its media importance, its main institutions, and the negative political, cultural, and economic risks associated with its application.

4. 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 the term communication	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
Second	2	Knowledge Acquisition	Definition of the term international communication and other related terms	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
third	2	Knowledge Acquisition	Understanding the functions of international media and foreign policy	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture

fourth	2	Knowledge Acquisition	Definition of the international communication system, including: global media technology - global advertising institutions - global industrial institutions	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
fifth	2	Knowledge Acquisition	Definition of global news agencies and their media importance	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
sixth	2	Knowledge Acquisition	Explanation of the persuasive capabilities of international media	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture

seventh	2	Knowledge Acquisition	Explanation of international discussions of major agencies	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
Eighth	2	Knowledge Acquisition	Explanation and discussion of the impact of the United Nations and international institutions on the process of international communication	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
ninth	2	Knowledge Acquisition	Discussion of international media and American policy	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
tenth	2	Knowledge Acquisition	Explanation and discussion of the impact of American policy on international media	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture

eleventh	2	Knowledge Acquisition	Discussion of the method of imbalance and compulsory balance	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
twelfth	2	Gaining analytical skills	Definition of imbalance and its aspects	Comparison and Evaluation	Awarding grades to participants and conducting daily exams on the previous lecture
Thirteenth	2	Knowledge Acquisition	Imbalance in favor of developed countries Explanation and discussion Awarding grades to participants and conducting daily exams on the previous lecture	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture

Fourteenth	2	Knowledge Acquisition	Developing countries and the impact of media imbalance (causes and ways of addressing it)	Explanation & discussion	Awarding grades to participants and conducting daily exams on the previous lecture
fifteenth	2	Assessing knowledge through exams	First semester exam	Test and Measurement	Awarding second semester grades

11- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	Discussion of international media and its impact on foreign political decision-making	Explanation and Discussion	Awarding Grades to Participants.
second	2	Knowledge Acquisition	Explanation and discussion of international media issues and problems	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

third	2	Knowledge Acquisition	Discussion of international communication problems and obstacles in the Third World and developing countries	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fourth	2	Knowledge Acquisition	Discussion of modern media and globalization	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifth	2	skill Acquisition	Definition of globalization in general	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
sixth	2	skill Acquisition	Factors leading to the emergence of globalization and its objectives	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
seventh	2	Gaining knowledge and skills	Definition of media globalization	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eighth	2	Gaining knowledge and skills	Research and discussion of globalization trends	Explanation and Discussion	Awarding Grades to Participants and Conducting a

					Daily Test on the Previous Lecture.
ninth	2	Knowledge Acquisition	Discussion of globalization institutions and their tools	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
tenth	2	Gaining knowledge and skills	Discussion of the features of globalization media	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eleventh	2	Knowledge Acquisition	Research and discussion of public diplomacy and soft power in international relations	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
twelfth	2	Gaining analytical skills	Discussion of the negative risks of media globalization	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Thirteenth	2	Knowledge Acquisition	Research and discussion of cultural risks	Explanation & discussion	Evaluating reports, discussing them, and selecting the best report

Fourteenth	2	Knowledge Acquisition	Discussion of risks in the political field	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifteenth	2	Evaluation of Skills and Knowledge	Second semester exam	test	Awarding Grades for the Second Semester

12- Course evaluation

"Distribution of the grade out of 100 based on the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc."

13- Learning and Teaching Resources

Required Textbooks (if any)	A comprehensive syllabus prepared for the above courses by the course instructor.
Primary References (Sources)	□ Ahmed Badr, <i>International Media - Studies in International Communication and Propaganda</i>, Qibaa Printing, Publishing, and Distribution House, Cairo, 1998 □ Muhammad Ali Al-Owini, <i>International Media Between Theory and Practice</i>, Anglo-Egyptian Library, Cairo, 1990 □ Muayyad Abdul Jabbar Al-Hadithi, <i>Media Globalization</i>, Al-Ahlia Publishing and Distribution, Jordan, 2002 □ Anshrah Al-Shal, <i>International Media via Satellites</i>, Arab Thought House, Cairo, 1986 □ Noam Chomsky, <i>Media Control - The Spectacular Achievements of Propaganda</i>, translated by Ibrahim Yahya Al-Shihabi, Dar Al-Fikr, Damascus, 2003
Recommended Books and References (Scientific Journals, Reports, etc.)	Abdullah Zalata, <i>International Media in the Modern Era</i> , University Publishing House, Cairo, 2001
Electronic References,	electronic news sites

Internet Sites	Electronic sites of Arab and international satellite channels Electronic sites of specialized international organizations
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Media Legislation

1.Course name: Media Legislation	
2.Course code:	
P306	
3.Semester / Year :	
first semester 2025-2026	
4.Date of description : 12/5/2026	
12/5/2026	
5.Available Attendance Modes	
: in-person	
6.Total Study Hours / Units :	
60 hours annually (2) units	
7.Course Coordinator Name (If more than one, mention all)	
Name .Assisis.Prof. Dr.Zyad Hamed E-mail : zyad.h.abbas@mohesr.gov.iq	
1. Course Objectives:	
Course Objectives	☐ Key Legal Frameworks: Study of the laws and regulations governing media in various countries, including press laws, copyright laws, and data protection laws. ☐ Analysis of Laws on Freedom of Expression: Understanding the limits of freedom of expression in the media and how this freedom is balanced with social responsibility. ☐ Understanding International Legislation: Understanding how international legislation, such as treaties and global agreements (such as the Human Rights Convention), affects the media in different countries. ☐ Study of Ethical and Legal Issues: Understanding the ethical challenges faced by journalists, such as the balance between privacy and the public's right to know. ☐ Understanding Journalists' Rights: Knowing the rights of journalists, including the right to access information and freedom of publication. ☐ Understanding Legislation Related to Digital Media: Study of the laws and regulations related to digital media and electronic platforms, such as laws concerning hate speech or fake news.

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2. Teaching and Learning Strategies	
Strategies	Education and learning strategy relies on incorporating a set of interactive and practical methods to effectively achieve educational objectives. This strategy includes using interactive lectures to present the basic theoretical content, allowing students the opportunity to participate and ask questions to enhance understanding. Case studies are used to analyze real-life examples, helping students apply theoretical concepts in practical contexts and understand how laws and regulations are applied in the media. Additionally, students are assigned individual or group practical projects, where they develop actual marketing public relations plans for companies or products, contributing to the development of their practical skills. Knowledge in the rights of journalists, the public, and the media institution is enhanced through presentations given by students on public relations plans or case analyses.

3. 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 Law, Introduction, and General Principles, Definition of Crime, Crimes, and Their Types	Explanation & discussion	Awarding Grades to Participants and Evaluating Attendance
Second	2	Knowledge Acquisition	□ Media Law and Its Relationship with Other Laws, Legal Frameworks in the Media Process	Explanation & discussion	Awarding Grades to Participants and Evaluating Attendance

third	2	Knowledge Acquisition	☐ Freedom of Media Work, Freedoms Entailed by Journalists	Explanation & discussion	Awarding Grades to Participants and Evaluating Attendance
fourth	2	Knowledge Acquisition	☐ Media Responsibilities and Professional Ethics	Explanation & discussion	Conducting a daily quiz on previous lectures
fifth	2	Knowledge Acquisition	☐ Opinion and Publication Crimes, Their Definition and Elements, Publication Prohibitions, Conditions of Publication Crimes	Explanation & discussion	Awarding Grades to Participants
sixth	2	Knowledge Acquisition	☐ The Iraqi Constitution and Article 38 of the Constitution Related to Freedom of Thought and Media	Explanation & discussion	Daily Quiz on the Previous Lecture

seventh	2	Knowledge Acquisition	☐ Duties of Media and International Law	Explanation and Discussion Presentation of Models by Students	Awarding Grades to Participants and Conducting a Daily Quiz on the Material
Eighth	2	Knowledge Acquisition	☐ Censorship in Media, Media Censorship and Its Methods, Classification of Media Censorship in Democratic Countries,	Explanation & discussion	Awarding Grades to Participants
ninth	2	Knowledge & skill Acquisition	Media Censorship in Developing Countries, Types of Media Censorship	Explanation & discussion	Awarding Grades to Participants
tenth	2	Knowledge Acquisition	☐ Meaning of Media Freedom, Advantages of Media Freedom, and Media Freedom and Imposed Pressures	Explanation & discussion	Awarding Grades to Participants

eleventh	2	Knowledge Acquisition	☐ Guarantees of Media Freedom	Explanation & discussion	Awarding Grades to Participants
twelfth	2	Knowledge & skill Acquisition	☐ Public and Private Ownership of Media and Its Impact on Media Freedom, Ownership Rights in Journalism	Comparison and Evaluation	Awarding Grades to Participants
thirteenth	2	Knowledge Acquisition	☐ Rights of Journalists	Explanation & discussion	Awarding Grades to Participants

fourteenth	2	Knowledge & skill Acquisition	☐ Right to Access Information and Print Licensing, Role of Media Legislation: .Definition and Concept	Explanation & discussion	Awarding Grades to Participants
fifteenth	2	Testing and Evaluating Knowledge	First semester exam	Evaluation and Measurement	Exam and Awarding Grades for the First Term
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	☐ Brief Historical Insights on Media Legislation in Contemporary Iraq	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Quiz on the Previous Lecture
second	2	Knowledge Acquisition	☐ Crimes of Assault on Dignity	Explanation and Discussion	Assigning grades to participants and conducting a daily test on the previous lecture
third	2	Knowledge Acquisition	☐ Crimes of Disclosure and Deception - Their Elements - Their Types	Explanation and Discussion	Assigning grades to participants and conducting a daily test on the previous lecture
fourth	2	Knowledge Acquisition	☐ Methods of Detecting Crimes of Public Opinion	Explanation and Discussion of Some Models	Assigning grades to participants and conducting a daily test on the previous lecture

			Deception		
fifth	2	skill Acquisition	☐ Incitement Crimes	Explanation and Discussion Presentation of Models by Students	Assigning grades to participants and conducting a daily test on the previous lecture
sixth	2	Knowledge Acquisition	☐ Electronic Publishing Crimes	Explanation & discussion	Assigning grades to participants and conducting a daily test on the previous lecture
seventh	2	Knowledge & skill Acquisition	☐ Intellectual Property and Media Honor Charters	Explanation and Discussion of Real-life Models	Assigning grades to participants and conducting a daily test on the previous lecture
eighth	2	Knowledge & skill Acquisition	☐ Articles of the Arab Honor Charter	Explanation and Discussion Presentation of Models by Students	Assigning grades to participants and conducting a daily test on the previous lecture
ninth	2	Knowledge & skill Acquisition	☐ Journalists' Rights Law	Explanation & discussion	Assigning grades to participants and conducting a daily test on the previous lecture
tenth	2	Knowledge & skill Acquisition	☐ The Media and Communications Authority – Its Origin – Its Duties	Explanation and Discussion	Assigning grades to participants and conducting a daily test on the previous lecture

eleventh	2	Knowledge & skill Acquisition	☐ List of Journalistic Ethics Rules in Iraq and the Arab World	Explanation and Discussion Presentation of Models by Students	Assigning grades to participants and conducting a daily test on the previous lecture
twelfth	2	skill Acquisition	☐ General Guidelines for Media Broadcasting	Explanation and Discussion Presentation of Models by Students	Assigning grades to participants and conducting a daily test on the previous lecture
thirteenth	2	skill Acquisition	☐ Press Monitoring	Explanation and Discussion	Assigning grades to participants and conducting a daily test on the previous lecture
fourteenth	2	Knowledge & skill Acquisition	☐ Examples of Newspapers Violating Journalistic Ethics Rules	Explanation and Discussion	Assigning grades to participants and conducting a daily test on the previous lecture
fifteenth	2	Measuring skill & Knowledge	Second term Exam	exam and Measurement	Assigning grades for the second semester

Course Evaluation

Distribution of the Grade Out of 100 Based on Tasks Assigned to the Student, Such As Daily Preparation, Daily Exams, Oral Exams, Monthly and Written Exams, Reports, etc.

13-Learning and Teaching Resources

Required Textbooks (if any)	A Comprehensive Syllabus Prepared for the Above Courses by the Subject Teacher
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Primary References (Sources)	Books Specialized in the Field of Marketing Specialized Areas in the Field of Marketing
4- Online References, Websites, etc.	UNESCO (United Nations Educational, Scientific and Cultural Organization): Provides numerous reports and studies on media freedom and legislation in various countries, as well as ethical issues related to media. International Federation of Journalists (IFJ): Offers reports and studies on media rights and legislation on a global scale.

Radio and Television Technologies

1. Course Name:	
Radio and Television Technologies	
2. Course code:	
P304	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
4. Available Attendance Modes:	
in-person in Classes	
5. Total Study Hours / Units :	
60 hours annually / 2 units	
6. Course Lecturer:	
Lct. Dr. Mahmoud Muazaz <u>Email:</u> @aliraqia.edu.iq	
Asst. Lct. Asaad Qasim Shareef <u>Email:</u> asaad.q.shareef@aliraqia.edu.iq	
7. Course Objectives:	
Course Objectives	This course is primarily practical, focusing on training students and empowering them with audio and visual technologies, while helping them acquire the skills to use these technologies effectively. It assists students in understanding the components and functions of sound and image in radio and television work, and how to employ them to support and enrich media content. Additionally, it aims to develop the students' abilities in utilizing modern technologies in the production of radio and television work. <u>Course Objectives</u> 1. Knowledge of all technologies used in radio and television production. 2. Equipping students with technical skills specific to radio and television. 3. Enabling students to use technology to enhance media content.

	4. Preparing students for the work environment in radio and television. 5. 5. Interpreting the technical characteristics of equipment used in radio and television work.
8. Teaching and Learning Strategies	
Strategies	- Lectures - Practical applications in radio and television studios and satellite channels - Group assignments

9. Course Structure:					
First Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge and Understanding	Introduction to the Emergence of Radio	Explanation & discussion	Awarding Grades to Participants
2	2	Knowledge and Understanding	Understanding the Concept of Radio and Its Development Stages. - Posing Brainstorming Questions to Students	Explanation & discussion	Awarding Grades to Participants
3	2	Knowledge and Understanding	An Introduction to Sound - Understanding Sound and Its Importance - Nature of Technologies Used in Sound Transmission	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	2	Components of the Radio Studio	Overview of the Evolution of Radio Recording Technologies - Radio Transmission and Reception Stations	Explanation & discussion	Awarding Grades to Participants
5	2	Components of the Radio Studio	Types of Radio Studios - Microphones: Types and Characteristics	Explanation & discussion	Awarding Grades to Participants
6	2	Components of the Radio Studio	Sound Mixing and Effects - Recording Devices and Their Varieties	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	2	Components of the Television Studio	Types of Television Studios - Audio Mixers - Video Mixers - Display Screens	Explanation & discussion	Awarding Grades to Participants
8	2	Components of the Television Studio	Broadcasting Equipment - Monitoring Devices (Monitors) - Tapes - Digital Recording Devices	Explanation & discussion	Awarding Grades to Participants
9	2	Outside Broadcast Van	Their Importance, Components, and Uses	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	2	Editing	Understanding Types of Editing	Explanation & discussion	Awarding Grades to Participants

			- Technologies Used in Editing Processes		
11	2	Cameras	Its Types and Uses	Explanation & discussion	Awarding Grades to Participants
12	2	Conducting an Exam in the First Semester	Theoretical and Practical Exam		Evaluation and Grading
13	2	Reviewing the Material Before the Mid-Year Exam			
14	2	Mid-Year Exam			
15		Mid-Year Exam	Exam		
Second Semester					
1	2	Digital Television	Concept of Digital Television and Its Differences from Analog Television	Explanation & discussion	Awarding Grades to Participants
2	2	Technical and Television Terminology	Studio – Set – Types of Rooms Used in the Studio	Explanation & discussion	Awarding Grades to Participants
2	2	Studio Personnel	Tasks of Each Person inside the Studio	Explanation & discussion	Awarding Grades to Participants
4	2	Digital Broadcasting Techniques	Concept of Digital Broadcasting – High-Definition Television – Satellite	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	2	Field Trip to the Studio inside the College	For Practical Application	Explanation & discussion	
6	2			Explanation & discussion	
7	2	Lighting in Television	Definition of Lighting and Its Importance	Explanation & discussion	Awarding Grades to Participants
8	2	Lighting in Television	Its Types and Characteristics	Explanation & discussion	Awarding Grades to Participants
9	2	Decoration Techniques	Studio Furniture and Equipment	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	2	Internet Radio – Cable Television – Interactive Television	Explanation and Identification of Types and Comparison between them	Explanation & discussion	Awarding Grades to Participants
11	2	Optical Fibers	Their Concept, Uses, and Benefits	Explanation & discussion	Awarding Grades to Participants

12	2	Field Trip to One of the Satellite Channels	Practical Application	Explanation & discussion	Awarding Grades to Participants
13	2	Review of Topics		Explanation & discussion	
14	2	Second Semester Exam			
15	2	Final Exam			

10. 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.

11. Teaching and Learning Sources

Required Textbooks	A comprehensive textbook prepared by the course lecturer.
Primary References (Sources)	- Mustafa Hameed Al-Ta'i - Hassan Makawi - The General Organization for Technical Education and Vocational Training (Kingdom of Saudi Arabia)
Recommended Books and References (Scientific Periodicals, Reports, etc.)	Karam Shalaby (<i>Television Production and Directing Arts</i>) Hassan Makawi (<i>Modern Communication Technology</i>)
Online References, Websites, etc.	All related scientific electronic websites

Relations

1. Course Name:	
Writing for Public Relations	
2. Course code:	
P310	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes	
: in-person in Classes	
6. Total Study Hours / Units :	
60 hours annually / 2 units	
7. Course Lecturer:	
Lct. Dr. Hiba Amer Ali Lct. Dr. Mohammad Waleed salih	
Email: hia.a.ali@aliraqia.edu.iq	
8. Course Objectives:	
Course Objectives	The course aims to familiarize students with the nature of writing for public relations and preparing the media message that is communicated to the public through one of the media channels, through both direct and indirect personal communication.

9. Teaching and Learning Strategies

Strategies	Cognitive Objectives: The course aims for students to acquire knowledge about the steps of writing for public relations, to create a writing plan, to determine the purpose and the target audience, and to understand the traits and characteristics of the audience that the practitioner seeks to reach. The course also highlights the essential conditions for good writing in public relations, such as reading the prepared texts multiple times, having multiple people review the texts, avoiding common mistakes in spelling, grammar, and punctuation, correctly spelling people's names, and placing titles in their appropriate positions.
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10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Understanding the process of writing and editing for public relations, its types, importance, and execution steps.	Explanation & discussion	Awarding Grades for Participants
2	2	Knowledge Acquisition	Knowledge of writing techniques for public relations and the characteristics of the writing style for public relations.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
3	2	Knowledge Acquisition	Writing Rules in Public Relations and Techniques in Persuasive Messages	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
4	2	Knowledge Acquisition	Understanding the appeals used in persuasive messages and their impact on the target audience.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
5	2	Knowledge Acquisition	Understanding the persuasive techniques used in persuasive messages.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
6	2	Knowledge Acquisition	Role of Public Relations in Creating and Building the Image and Understanding the definition and concept of the image and its types.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
7	2	Knowledge Acquisition	Knowledge of programs for image creation, its benefits, and the methods of creating it.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
8	2	Knowledge Acquisition	Understanding the Nature of News Used in Public Relations in term of accuracy, style and objectivity in writing.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
9	2	Knowledge	Familiarity with examples	Participation &	Awarding Grades for

		Acquisition	of public relations news and the process of writing related news, including how to draft headlines, the characteristics of headline writing, and types of news leads in public relations, Editorial Templates and Writing Reports in Public Relations	Application	Participants and Conducting Daily Examinations on Previous Lectures
10	2	Knowledge Acquisition	Familiarity with the editorial templates used in writing news related to public relations, writing news reports, and the elements and types of news reports.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
11	2	Knowledge Acquisition	Knowledge of the fundamentals of drafting a news report, the template for writing reports, and the art of Writing for investigative journalism.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
12	2	Analysis Skills Acquisition	Understanding the common press release formats in public relations, methods of writing and finalizing them.	Comparison & Evaluation	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
13	2	Knowledge Acquisition	Familiarity with the types of press releases, the technical characteristics, the structure, body, and content of the press release, along with notes on the press release and corrections of common errors in writing them.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
14	2	Knowledge Acquisition	Understanding the organization and success factors of press conferences in public relations.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
15	2	Knowledge Assessment by Exam	Familiarity with the types of conferences, rules for organizing them, and success factors.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures

Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	Understanding the process of writing and editing for public relations, its types, importance, and execution steps.	Explanation & discussion	Awarding Grades for Participants
2	2	Knowledge Acquisition	Knowledge of writing techniques for public relations and the characteristics of the writing style for public relations.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
3	2	Knowledge Acquisition	Writing Rules in Public Relations and Techniques in Persuasive Messages	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
4	2	Knowledge Acquisition	Understanding the appeals used in persuasive messages and their impact on the target audience.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
5	2	Knowledge Acquisition	Understanding the persuasive techniques used in persuasive messages.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
6	2	Knowledge Acquisition	Role of Public Relations in Creating and Building the Image and Understanding the definition and concept of the image and its types.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
7	2	Knowledge Acquisition	Knowledge of programs for image creation, its benefits, and the methods of creating it.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
8	2	Knowledge Acquisition	Understanding the Nature of News Used in Public Relations in term of accuracy, style and objectivity in writing.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures

9	2	Knowledge Acquisition	Familiarity with examples of public relations news and the process of writing related news, including how to draft headlines, the characteristics of headline writing, and types of news leads in public relations, Editorial Templates and Writing Reports in Public Relations	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
10	2	Knowledge Acquisition	Familiarity with the editorial templates used in writing news related to public relations, writing news reports, and the elements and types of news reports.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
11	2	Knowledge Acquisition	Knowledge of the fundamentals of drafting a news report, the template for writing reports, and the art of Writing for investigative journalism.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
12	2	Analysis Skills Acquisition	Understanding the common press release formats in public relations, methods of writing and finalizing them.	Comparison & Evaluation	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
13	2	Knowledge Acquisition	Familiarity with the types of press releases, the technical characteristics, the structure, body, and content of the press release, along with notes on the press release and corrections of common errors in writing them.	Participation & Application	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
14	2	Knowledge Acquisition	Understanding the organization and success factors of press conferences in public relations.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on Previous Lectures
15	2	Knowledge Assessment by Exam	Familiarity with the types of conferences, rules for organizing them, and success factors.	Explanation & discussion	Awarding Grades for Participants and Conducting Daily Examinations on

1. 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.

2. Teaching and Learning Sources

Required Textbooks	A comprehensive textbook prepared by the course instructor.
Primary References (Sources)	• The Art of Writing for Public Relations, Dr. Mohammed Mohammed Al-Badi • Writing for Public Relations, Kareeman Mohammed Fareed • Writing for Public Relations, Salim Jassim Mohammed Al-Azzawi • Public Relations Writing: Form and Style, Doug Newsom, Bob Carrell
Recommended Books and References (Scientific Periodicals, Reports, etc.)	Public Relations Writing Guide, Summaries Magazine, Issue No. 8, 1995
Online References, Websites, etc.	Some websites of government institutions that use press releases, social media sites and their use of news specific to public relations, especially during crises.

Methods

1. Course Name:	
Research Methods, Third Year	
2. Course code:	
P307	
3. Semester/ Year:	
First and Second Semester 2025–2026,	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes	
: in-person	
6. Total Study Hours / Units :	
: 60 hours annually / 2 units	
7. Course Lecturers:	
Asst. Prof. Dr. Hardan Hadi Sayel Email: hardan1978@yahoo.com Dr. Sabah Awad	
8. Course Objectives:	
	• General Objectives: Make student aware of the most prominent principles of scientific research methodologies. • Behavioral Objectives: Enable student to: • Understand how to write a proper scientific research paper according to the principles of the scientific method. • Become familiar with several sources in the field of specialization. • Learn how to search sources and extract what is needed for their

	research. Comprehend the fundamentals of scientific research in terms of concept, steps, and methodologies.
9. Teaching and Learning Strategies	

10. Course Structure: First Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Learning to Write Graduation Research	Understanding the nature of research	Theoretical	Theoretical tests
2	2	Learning to Write Graduation Research	Concept of media research	Theoretical	Theoretical tests
3	2	Learning to Write Graduation Research	Structure of scientific research	Theoretical + Practical	Practical tests
4	2	Learning to Write Graduation Research	Methodological framework	Theoretical + Practical	Practical tests
5	2	Learning to Write Graduation Research	Types of scientific research	Theoretical	Theoretical tests
6	2	Learning to Write Graduation Research	Types of research methodologies	Theoretical	Theoretical tests
7	2	Learning to Write Graduation Research	Verification controls in choosing the correct methodology	Theoretical	Theoretical tests
8	2	Learning to Write Graduation Research	Title determining and its conditions	Theoretical + Practical	Practical tests
9	2	Learning to Write Graduation Research	Identification of the research problem	Theoretical + Practical	Practical tests
10	2	Learning to Write Graduation Research	Importance of research	Theoretical + Practical	Practical tests
11	2	Learning to Write Graduation Research	Determination of research objectives	Theoretical + Practical	Practical tests
12	2	Learning to Write Graduation Research	Research hypotheses	Theoretical + Practical	Practical tests
13	2	Learning to Write Graduation Research	Review of previous studies	Theoretical + Practical	Practical tests
14	2	Learning to Write Graduation Research	Commentary on previous studies	Theoretical	Theoretical tests
15	2	Learning to Write Graduation Research	First semester exam	Theoretical + Practical	Practical Assessment tests
Second Semester					
Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
Strategy		Brainstorming and Open Discussions			

1	2	Learning to Write Graduation Research	How to collect theoretical and field data	Theoretical + Practical	Practical tests
2	2	Learning to Write Graduation Research	How to write the theoretical framework	Theoretical + Practical	Practical tests
3	2	Learning to Write Graduation Research	Practical applications in writing the field framework	Theoretical + Practical	Practical tests
4	2	Learning to Write Graduation Research	Design of procedures for data collection	Theoretical + Practical	Practical tests
5	2	Learning to Write Graduation Research	Research community and its types	Theoretical + Practical	Practical tests
6	2	Learning to Write Graduation Research	Samples and their types	Theoretical + Practical	Practical tests
7	2	Learning to Write Graduation Research	Practical applications	Theoretical + Practical	Practical tests
8	2	Learning to Write Graduation Research	Scientific citation	Theoretical + Practical	Practical tests
9	2	Learning to Write Graduation Research	Types of citation	Theoretical + Practical	Practical tests
10	2	Learning to Write Graduation Research	Steps of writing reference citation	Theoretical + Practical	Practical tests
11	2	Learning to Write Graduation Research	Practical applications	Theoretical + Practical	Practical tests
12	2	Learning to Write Graduation Research	Questionnaire design	Theoretical + Practical	Practical tests
13	2	Learning to Write Graduation Research	Content analysis	Theoretical + Practical	Practical tests
14	2	Learning to Write Graduation Research	Review of the chapter	Theoretical	Theoretical tests
15	2	Learning to Write Graduation Research	Second semester exam	Theoretical + Practical	Practical Assessment tests

Primary References (Sources)

Media Research Methods by Dr. Barkat Abdul Aziz
Media Research Methodology by Dr. Saad Al-Mashhadani

Public Relations Strategies

1. Course Name:
Public Relations Strategies
2. Course code:
P206
3. Semester/ Year:
2025-2026

4. Date of description:	
12/5/2026	
5. Available Attendance Modes:	
in-person in Classes	
6. Total Study Hours / Units :	
60 hours annually / 2 units	
7. Course Lecturer:	
Lct. Dr. Riyam Alaa Al-din Abdulhameed Email: riyam.a.abduhameed@aliraqia.edu.iq Asst. Lct. Ahmed Khairi Email: ahmed.k.ahmed@moheer.gov.iq	
8. Course Objectives:	
Course Objectives	The course aims to introduce the concept of public relations, planning in public relations, the importance of planning, the types of planning, the factors of its success, the obstacles to planning, and the concept of strategies and their types. Additionally, it covers the programs of public relations, their importance, how to prepare them, and the conditions for the success of these programs.
9. Teaching and Learning Strategies	
Strategies	Cognitive Objectives This course aims to provide students with theoretical knowledge and scientific skills regarding the application of strategies in public relations. The course covers the concept of strategy, its types, the strategies that public relations are based on, and the role of the public relations officer in setting up programs, which include prevention and treatment programs, identifying the audience, and determining the appropriate mean. Furthermore, it involves designing the strategy, tactics, review, and evaluation.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
First	2	Knowledge Acquisition	Definition of Public Relations	Explanation & discussion	Awarding Grades and Conducting Oral Examinations
Second	2	Knowledge Acquisition	Concept of Planning in Public Relations	Explanation & discussion	Giving Oral Questions
Third	2	Knowledge Acquisition	Importance of Planning in Public Relations	Explanation & discussion	Giving Oral Questions
Fourth	2	Knowledge Acquisition	Types of Planning in Public Relations	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Fifth	2	Knowledge Acquisition	Success Factors of Planning in Public Relations	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Sixth	2	Knowledge Acquisition	Obstacles to Planning in Public Relations	Participation & Application	Giving Oral Questions
Seventh	2	Knowledge Acquisition	Concept of Strategies	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Eighth	2	Knowledge Acquisition	Gaining Knowledge about Public Relations Strategies	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Ninth	2	Knowledge Acquisition	Understanding the Types of Communication Strategies in Public Relations	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Tenth	2	Knowledge Acquisition	Gaining Knowledge about Public Relations Programs	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Eleventh	2	Knowledge	Understanding the	Participation &	Awarding Grades

		Acquisition	Importance of Public Relations Programs	Application	and Conducting Daily Examinations on Previous Lectures
Twelfth	2	Analysis Skills Acquisition	Gaining Knowledge of the Principles of Preparing Public Relations Programs	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Thirteenth	2	Knowledge Acquisition	Gaining Knowledge of the Conditions for the Success of Public Relations Programs	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Fourteenth	2	Knowledge Acquisition	Comprehensive Review of All topics Related to the First Semester	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lectures
Fifteenth	2	Knowledge Assessment by Exam	Measuring Knowledge: Theoretical Semester Exam	Tests and Assessment	Evaluation Grading
Second Semester					
First	2	Knowledge Acquisition	The Role of the Public Relations Officer in Program Development	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Second	2	Knowledge Acquisition	Understanding Preventive Programs in Public Relations	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Third	2	Knowledge Acquisition	About Preventive Programs in Public Relations	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Fourth	2	Knowledge Acquisition	Identifying the Target Audience in the Planning Process	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Fifth	2	Knowledge Acquisition	Identifying Communication Messages that Target Campaign Audiences	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Sixth	2	Knowledge Acquisition	Designing Strategy and Tactics	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture

Seventh	2	Knowledge & Skills Acquisition	Choosing the Appropriate Means Through Strategic Plans	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Eighth	2	Knowledge & Skills Acquisition	Reviewing and Evaluating Plans	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Ninth	2	Knowledge & Skills Acquisition	Practical Applications for Implementing Comprehensive Public Relations Programs in the Public Sector	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Tenth	2	Knowledge & Skills Acquisition	Employing Public Relations Strategies in Various Sectors	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Eleventh	2	Knowledge Acquisition	The Importance of Identifying the Audience	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Twelfth	2	Knowledge Acquisition	Classifying the Audience According to Social and Individual Divisions	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Thirteenth	2	Knowledge Acquisition	Characteristics of Effective Communication	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Fourteenth	2	Knowledge Acquisition	Practical Applications of Public Relations Programs	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
Fifteenth	2	Knowledge & Skills Assessment	Second Semester Exam	Test	Awarding 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)	
Recommended Books and References (Scientific Periodicals, Reports, etc.)	
Online References, Websites, etc.	

Marketing Public Relations

	Skill Objectives: 1. Developing Marketing Public Relations Plans: - Ability to design and implement integrated marketing public relations plans that enhance the brand and attract the target audience. 2. Effective Communication: - Improve written and oral communication skills through preparing presentations, press releases, and other public relations tools. 3. Media Reputation Management: - Acquire skills in managing the media reputation of the institution, including creating media content and managing relationships with media outlets. 4. Analyzing Media Campaigns: - Ability to analyze and evaluate the effectiveness of marketing public relations campaigns using performance indicators and collected data. 5. Crisis Media Management: - Develop skills in handling media crises and interacting with the public and stakeholders during crises in a way that minimizes damage and preserves the institution's reputation. 6. Teamwork Ability: - Develop teamwork skills for executing media campaigns and enhance the ability to collaborate between marketing and media teams.
9. Teaching and Learning Strategies	
Strategies	The teaching and learning strategy relies on integrating a range of interactive and practical methods to ensure the effective achievement of educational objectives. This strategy includes using interactive lectures to present basic theoretical content, allowing students to participate and ask questions to enhance understanding. Case studies are used to analyze real-life examples, helping students apply theoretical concepts in practical contexts and understand how public relations strategies are used in real life. In addition, students are assigned individual or group practical projects where they develop actual marketing public relations plans for companies or products, which contributes to developing their practical skills. Communication and persuasion skills are enhanced through presentations students give about public relations plans or case analyses.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	2	Knowledge Acquisition	1. Introduction to Marketing / Definition and Objectives	Explanation & discussion	Awarding grades for participants and Attendees evaluation
2	2	Knowledge Acquisition	2. Development of the Marketing Concept / Concept and Factors	Explanation & discussion	Awarding grades for participants
3	2	Knowledge Acquisition	3. Marketing Environment / Concept and Factors	Explanation & discussion	Awarding grades for participants
4	2	Knowledge Acquisition	4. Market / Characteristics and Traits	Explanation & discussion	Conducting an exam on the previous lecture
5	2	Knowledge Acquisition	5. Target Market Identification / Concept and Methods	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
6	2	Knowledge Acquisition	6. Origin Entity / Definition and Objectives	Explanation & discussion.	Awarding grades for participants and Conducting an exam on the previous lecture
7	2	Knowledge Acquisition	7. Image of the Origin Entity / Success Factors and Impact	Explanation & discussion. Submission of models by students	Awarding grades for participants and Conducting an exam on the previous lecture
8	2	Knowledge Acquisition	8. Product / Definition and Divisions	Explanation & discussion	Awarding grades for participants
9	2	Knowledge & Skills Acquisition	9. Product / Life Cycle	Explanation & discussion	Awarding grades for participants
10	2	Knowledge Acquisition	10. Product Pricing / Importance of Pricing, Objectives, and Factors Influencing Pricing	Explanation & discussion	Awarding grades for participants
11	2	Knowledge Acquisition	11. Marketing Communications / Concept and Need	Explanation & discussion	Awarding grades for participants
12	2	Knowledge & Skills Acquisition	12. Marketing Communications / Advertising Media	Explanation & discussion	Awarding grades for participants

13	2	Knowledge Acquisition	13. E-Marketing / Definition, Foundations, and Mechanisms of E-Marketing	Explanation & discussion	Awarding grades for participants
14	2	Knowledge & Skills Acquisition	14. E-Marketing / Creating a Website for E-Marketing	Explanation & discussion	Awarding grades for participants
15	2	Knowledge Test & Assessment	15. First Semester Exam	Evaluation & Assessment	Test & Giving First Semester Grades
Second Semester					
1	2	Knowledge Acquisition	1. Social Marketing / Definition and Objectives	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
2	2	Knowledge Acquisition	2. Social and Commercial Marketing / Comparison Between the Concepts	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
3	2	Knowledge Acquisition	3. Social Product / Types of Social Products	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
4	2	Knowledge Acquisition	4. Social Change Methods / Definition of Methods	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
5	2	Skills Acquisition	5. Social Change Campaigns / Mechanisms and Success Factors	Explanation & discussion. Submission of models by students	Awarding grades for participants and Conducting an exam on the previous lecture
6	2	Knowledge Acquisition	6. Political Marketing / Definition and Objectives	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
7	2	Knowledge & Skill Acquisition	7. Political Market / Characteristics of the Political Market and Political Product / Product Features	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
8	2	Knowledge & Skill Acquisition	8. Political Consumer / Characteristics	Explanation & discussion.	Awarding grades for participants and

				Submission of models by students	Conducting an exam on the previous lecture
9	2	Knowledge & Skill Acquisition	9. Political Marketing Campaigns / Strategic Planning	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
10	2	Knowledge & Skill Acquisition	10. Cultural Marketing / Definition and Objectives	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
11	2	Knowledge & Skill Acquisition	11. Cultural Product / Product Features	Explanation & discussion. Submission of models by students	Awarding grades for participants and Conducting an exam on the previous lecture
12	2	Knowledge Acquisition	12. Cultural Market Consumer / Characteristics	Explanation & discussion. Submission of models by students	Awarding grades for participants and Conducting an exam on the previous lecture
13	2	Knowledge Acquisition	13. University Marketing / Definition and Objectives	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
14	2	Knowledge & Skills Acquisition	14. University Product / Product Features and University Market Consumer / Characteristics	Explanation & discussion	Awarding grades for participants and Conducting an exam on the previous lecture
15	2	Skill & Knowledge Evaluation	15. Second Semester Exam	Test & Assessment	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	Comprehensive Curriculum for the Above Courses Prepared by the Course Instructor:
Primary References (Sources)	- Muhammad Jassim Al-Sumaidaie, Basheer Al-Alaq, <i>Comprehensive Marketing Methods</i> - Philippe J. Maarek, <i>Campaign Communication and Political Marketing</i>, Translated by Abdul Hakam, Cairo: The General House of Cultural Affairs, 2008 - Sabah Anwar, <i>Marketing the Media Discourse of Political Parties in Iraq</i>, Amman: Dar Amjad for

	Publishing and Distribution, 2015 - Salim Jassim Muhammad, <i>The Role of Public Relations in Marketing Iraqi Culture</i> , Cairo: The General House of Cultural Affairs, 2008 - Sami Abdel Aziz, <i>Social Political Marketing</i> , Cairo: Nahdet Masr Publishing House, 2014
Recommended Books and References (Scientific Periodicals, Reports, etc.)	Specialized Books in the Field of Marketing Specialized Fields in Marketing
Online References, Websites, etc.	Specialized Websites in Public Relations and Marketing: - PRSA (Public Relations Society of America): A site that contains resources and news about the latest trends in public relations. - MarketingProfs: Articles and educational resources in marketing and public relations. - HubSpot: Contains blogs and tools that help in understanding digital marketing and public relations strategies. - (Website: [hubspot.com]) - Buffer: Provides information and tools related to social media marketing, including public relations strategies.

English language, Second stage

1. Course Name:
English
2. Course Code:
P202
3. Semester / Year:
2025/2026
4. Description Preparation Date:
12/5/2026
5. Available Attendance Forms:
Daily
6. Number of Credit Hours (4) / Number of Units (8)
4 Hours per week. Eight units
7. Course administrator's name (mention all, if more than one name)
Name: Instructor Ahmed Abdulsalam Ayash Email: ahmed.a.iash@aliraqia.edu.iq
8. Course Objectives

Course Objectives	• Equipped with knowledge • Equipped with skills • Equipped with good ethics
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9. Teaching and Learning Strategies

Strategy	Teaching and learning strategies are multiple such as using technical devices such as Data Show in order to improve the methods of delivering the best kind of education.
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10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	4	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
2	4	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
3	4	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
4	4	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
5	4	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
6	4	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
7	4	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
8	4	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
9	2	Gaining knowledge	Unit 3	Teaching	Quizzes + Exams
10	2	Gaining knowledge	Unit 3	Teaching	Quizzes + Exams
11	2	Gaining knowledge	Unit 3	Teaching	Quizzes + Exams
12	2	Gaining knowledge	Unit 4	Teaching	Quizzes + Exams
13	2	Gaining knowledge	Unit 4	Teaching	Quizzes + Exams
14	2	Gaining knowledge	Unit 4	Teaching	Quizzes + Exams
15	2	Gaining knowledge	Exams	-	-

11. Course Evaluation

One exam 10 marks, 2 quizzes 2.5 marks each, participation 5 marks. In general 40 marks 20 for each semester and 60 marks for the final exam.

12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Ministry's instructions.
Main references (sources)	Headways
Recommended books and references	Main media topics such as Pub

(scientific journals, reports...)	Relations and others.
Electronic References, Websites	None.

Information Technology

1.Course Name:	
<i>Information Technology</i>	
2.Course code:	
P 209	
3.Semester / Year :	
first semester 2025-2026	
4.Date of description :	
12/5/2026	
5.Available Attendance Modes	
: in-person	
6.Total Study Hours / Units :	
60 ours annually (2) units	
7.Course Coordinator Name (If more than one, mention all)	
Name: Dr.Huda Ziaduddin Najeeb Name: Raya Adil Kamil Email :huda.d.najeb@mohesr.gov.iq Email: raya.a.kameel@mohesr.gov.iq	
8.Course Objectives:	
Course Objectives	The course aims to introduce the concept of information, its origin, and its stages of development. It acquaints the student with the importance of information and its fundamental functions, as well as providing a comprehensive overview of the types of information and how to preserve it. Additionally, it aims to explain how blogs work, the process of citation, and its steps, along with a detailed explanation of how to utilize data, search for it on the internet, and rephrase it.
1- Teaching and Learning Strategies	
Strategies	Cognitive Goals / This course aims to provide students with theoretical knowledge and practical skills about information and how to deal with it. It covers the concept of data, its characteristics, the technology that led to its development, and the definition of knowledge and scientific research, including its components and the concept of informatics and its relationship with other sciences. Additionally, it aims to familiarize students with the difference between data and information, the technological evolution and its impact on information, and the challenges that information faces and its areas of use. It also includes training students on how to search for information, make use of it, and rephrase it to avoid plagiarism in writing reports and research.

2- Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Introduction to basic concepts in information -technology	Explanation & discussion	Awarding grades to participants
Second	2	Knowledge Acquisition	- Understanding the concept of science and knowledge and their role in the development of information	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	Understanding scientific research, its components, and its origin	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fourth	2	Knowledge Acquisition	What is the concept of informatics and its relation to other sciences	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

fifth	2	Knowledge Acquisition	Discussing the idea and concept of information and identifying its types	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
sixth	2	Knowledge Acquisition	Explaining the difference between data and information	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
seventh	2	Knowledge Acquisition	Understanding information, human rights, and the role of the media in supporting rights	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Eighth	2	Knowledge Acquisition	Understanding technological development and its impact on information	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

ninth	2	Knowledge Acquisition	Understanding types and characteristics of information	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
tenth	2	Knowledge Acquisition	Knowing the challenges that information faces and how to solve them	Explanation & discussion	Awarding grades " to participants and conducting a daily exam on the previous lecture"
eleventh	2	Knowledge Acquisition	Understanding the main fields of information usage	Explanation & discussion	Awarding grades " to participants and conducting a daily exam on the previous lecture"
twelfth	2	Gaining analytical skills	Researching data and converting it into useful information, conducting research and writing scientific reports	Explanation & discussion	Awarding grades " to participants and conducting a daily exam on the previous lecture"

Thirteenth	2	Knowledge Acquisition	Understanding information institutions, their types, and objectives	Explanation & discussion	Awarding grades " to participants and conducting a daily exam on the previous lecture"
Fourteenth	2	Knowledge Acquisition	Understanding information services and how to improve and speed them up	Explanation & discussion	Awarding grades " to participants and conducting a daily exam on the previous lecture"
fifteenth	2	Assessing knowledge through exams	Assessing knowledge through the theoretical midterm exam	Test and Measurement	Evaluation by Grades

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	Understanding types of information services	Explanation and Discussion	Awarding Grades to Participants.

second	2	Knowledge Acquisition	Understanding digital reference service and how to provide it	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
third	2	Knowledge Acquisition	Understanding the history of the evolution of information services concepts	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fourth	2	Knowledge Acquisition	Understanding information technologies, their types, and characteristics	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifth	2	skill Acquisition	Training students on how to overcome challenges faced by information technology	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
sixth	2	skill Acquisition	Teaching students how to search for information online	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
seventh	2	Gaining knowledge and skills	Researching on popular search engines	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eighth	2	Gaining knowledge and skills	Using search techniques	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
ninth	2	Knowledge Acquisition	Understanding how to utilize information in media	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

tenth	2	Gaining knowledge and skills	Understanding citation and the rules for citation	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eleventh	2	Knowledge Acquisition	Understanding citation methods from information sources	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
twelfth	2	Knowledge Acquisition	Understanding blogging software and its types	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Thirteenth	2	skill Acquisition	Training students on writing reports and citing using available methods	Explanation & discussion	Evaluating reports, discussing them, and selecting the best report
Fourteenth	2	Knowledge Acquisition	Understanding challenges of digital public relations	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifteenth	2	Evaluation of Skills and Knowledge	Second semester exam	test	Awarding Grades for the Second Semester

13- Course evaluation

"Distribution of the grade out of 100 based on the tasks assigned to the student, such as daily preparation, daily " and oral exams, monthly and written exams, reports, etc."

15 -Learning and Teaching Resources

Required Textbooks (if any)	A comprehensive syllabus prepared for the above courses by the course instructor.
Primary References (Sources)	Data, Information, and Knowledge in Visualization IEEE Computer Graphics and Applications (Volume: 29, Issue: 1 , Jan.-Feb. 2009 The role of information technology in the

	organization: a review, model, and assessment, Journal of Management , 6 Ma Volume 27, Issue 3
Recommended Books and References (Scientific Journals, Reports, etc.)	

Social Psychology

1. Course Name:	
Social Psychology	
2. Course code:	
P210	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
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 Asst. Prof. Dr. Mohammad Waleed - Evening Study	
8. Course Objectives:	
Course Objectives	The course aims to explore individual behavior and characteristics, studying conscious and unconscious behaviors to achieve interaction and adaptation with the surrounding environment. It specializes in studying human psychology, its movements, behaviors, components, secrets, desires, motives, and hopes. The course aims to develop scientific methods to help modify and correct faults and treat problems and disorders.
9. Teaching and Learning Strategies	
Strategies	Knowledge Objectives: This course aims to provide students with theoretical knowledge and practical skills in the nature of psychology and sociology. The course also introduces students to the psychology of media, covers communication and practical communication elements, and familiarizes students with persuasive language in media psychology.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	4	Knowledge Acquisition	Media Psychology and Its Relationship to Other Branches of Psychology	Explanation & discussion	Awarding Grades to Participants
2	4	Knowledge Acquisition	Social Psychology: Importance and Goals	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	4	Knowledge Acquisition	Nature and Objectives of Psychology	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	4	Knowledge Acquisition	Nature and Objectives of Sociology	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	4	Knowledge Acquisition	The Relationship between Social Psychology and Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
6	4	Knowledge Acquisition	Psychology of Print Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	4	Knowledge Acquisition	Psychology of Audio-Visual Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	4	Knowledge Acquisition	Visual Effects of the Internet	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	4	Knowledge Acquisition	Psychological Effects of Television	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture

10	4	Knowledge Acquisition	Psychological and Social Characteristics of Radio	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	4	Knowledge Acquisition	Psychological Structure and Organization of Media Messages	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	4	Analysis Skills Acquisition	Communication in Social Psychology	Comparison & Evaluation	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	4	Knowledge Acquisition	The Impact of Media in Shaping Frameworks and Beliefs	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	Social Communication and Environmental Relations	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
2	4	Knowledge Acquisition	Sociological Characteristics of the Media Audience	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
3	4	Knowledge Acquisition	Language in Media Psychology	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
4	4	Knowledge Acquisition	Interaction Between Language and Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
5	4	Knowledge	Media and Individual	Explanation &	Awarding Grades to

		Acquisition	Differences Among Audience Members	discussion	Participants and Conducting Daily Exam on Previous Lecture
6	4	Knowledge Acquisition	Media and Social Categories (Reference Groups)	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
7	4	Knowledge & Skills Acquisition	Media and Social Relations	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
8	4	Knowledge & Skills Acquisition	Psychology of Persuasive Communication – The Psychological and Social Model	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
9	4	Knowledge & Skills Acquisition	Audience Concept – Sociological Characteristics (Social Differentiation + Social Interaction)	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
10	4	Knowledge & Skills Acquisition	Psychological Stress and Media Work – Theory of Psychological Stress + Types of Psychological Stress	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
11	4	Knowledge Acquisition	Indicators of Work Stress in Media	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	4	Knowledge Acquisition	Burnout Among Media Professionals	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
13	4	Skill Acquisition	Leadership and Management in Social Psychology	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
14	4	Knowledge Acquisition	Essential Skills of the Media Leader (Traits, Duties)	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 lecturer.		
Primary References (Sources)			- Intisar Younis, <i>Human Behavior</i>, Dar El-Maaref, Cairo, 1993. - Shahinaz Talaat, <i>Mass Media and Social Development</i>, Shorouk Bookstores, Cairo, 1986.		
Recommended Books and References (Scientific Periodicals, Reports, etc.)					
Online References, Websites, etc.			- YouTube - Electronic Libraries		

Journalistic Arts

1.Course Name:.	
journalistic arts	
2.Course code:	
P204	
3Semester / Year :	
2025-2026	
4.Date of description :	
12/5/2026	
5.Available Attendance Modes	
in-person	
6.Total Study Hours / Units :	
60 hours annually (2) units	
7.Course Coordinator Name (If more than one, mention all)	
Name: Assistant Professor Sally Diyaa Khalil. E-mail : Sally.d.khalil@aliraqia.edu.iq Name: Thamer Daham Hameed Email: thamer.d.hameed@aliraqia.edu.iq	
1. Course Objectives:	
Course Objectives	☐ How to write a news story ☐ Acquiring skills and knowledge ☐ Applying journalistic arts by producing a newspaper

2. Teaching and Learning Strategies

Strategies	There are various teaching and learning strategies, but it is possible to simplify the study material through (Data show), as well as conducting activities in the form of circles among the students to create a sense of competition to present a better activity than others
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3. Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	The news story	Practical application	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Second	2	Knowledge Acquisition	□ Elements of the news story	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	□ Values and standards of news	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fourth	2	Knowledge Acquisition	Structural methods for the news story	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

fifth	2	Knowledge Acquisition	How to write a news story (practical)	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
sixth	2	Knowledge Acquisition	The journalistic report	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
seventh	2	Knowledge Acquisition	Who makes up the journalistic report?	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Eighth	2	Knowledge Acquisition	□ Features of a good journalistic report	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

ninth	2	Knowledge Acquisition	☐ How to write the report (practical)	practical	"Awarding grades to participants and conducting a daily exam on the previous lecture"
tenth	2	Knowledge Acquisition	☐ The news story	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
eleventh	2	Knowledge Acquisition	Who makes up the news story?	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
twelfth	2	Knowledge Acquisition	The importance of the news story	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

thirteenth	2	Knowledge Acquisition	Types of news stories	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fourteenth	2	Knowledge Acquisition	How to write the news story (practical)	practical	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fifteenth	2	First semester exam	First semester exam	exam	"First semester exam"
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 journalistic investigation	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
second	2	Knowledge Acquisition	Sources of journalistic investigation	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

third	2	Knowledge Acquisition	Functions of journalistic investigation	Explanation and Discussion	"Awarding grades for performing an activity in public relations"
fourth	2	Knowledge Acquisition	Types of journalistic investigation	Explanation and Discussion of Some Models	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fifth	2	Knowledge Acquisition	Preparing and executing the journalistic investigation (practical)	practical	Field visit
sixth	2	Knowledge Acquisition	Field visit to an institution	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
seventh	2	Knowledge Acquisition	Investigative journalism	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
eighth	2	Knowledge Acquisition	The importance of investigative journalism	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
ninth	2	Knowledge Acquisition	The article	Explanation & discussion practical implementation	"Awarding grades to participants and conducting a daily exam on the previous lecture"
tenth	2	Knowledge Acquisition	• Types of journalistic articles	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

eleventh	2	Knowledge Acquisition	The journalistic column	practical	"Awarding grades to participants and conducting a daily exam on the previous lecture"
twelfth	2	Knowledge Acquisition	Foundations of writing the journalistic column (practical)	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
thirteenth	2	Knowledge Acquisition	The journalistic interview or conversation	practical	"Awarding grades for performing an activity in public relations"
fourteenth	2	Knowledge Acquisition	How to conduct the journalistic interview? (practical)	practical	"Awarding grades for performing an activity in public relations"
fifteenth	2	□ Second semester exam	Second semester exam	exam	exam
Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily exams, oral exams, monthly exams, written exams, and reports ... etc.					

16 -Learning and Teaching Resources

Required Textbooks (if any)	"A comprehensive syllabus prepared for the above courses by the course instructor" Pro.Dr. Wifaq Hafidh
Primary References (Sources)	Ali Ajwa, Public Relations and Mental Image, Riyadh, Alam Al-Kutub for Printing, Publishing and

	Distribution, 2003."
Recommended Books and References (Scientific Journals, Reports, etc.)	Baqir Mousa, Sally Diya, The Science of Public Relations, Baghdad: Dar Al-Mutan for Publishing and Distribution, 2023."
4- Online References, Websites, etc.	(For viewing only) Activities of institutions through websites"

Media Language- Second Stage

1. Course Name:	
Media Language- Second Stage	
2. Course code:	
P201	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes:	
in-person in Classes	
6. Total Study Hours / Units :	
60 hours annually / 2 units	
7. Course Lecturer:	
Alaa Abdul-Qadir Khalaf aalla.a.khalaf@moheer.gov.iq	
Prof. Dr. Abd Mohsin abd.m.hamed@moheer.gov.iq	
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.
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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 Acquisition	Forming the active participle and its specified patterns	Explanation & discussion	Awarding Grades to Participants and Conducting Daily Exam on Previous Lecture
12	2	Analysis Skills	Applications and significant	Comparison	Awarding Grades to

		Acquisition	media texts	and Evaluation	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
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
10	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 Periodicals, Reports, etc.)	Scientific Journals Published by Universities / Arabic 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

13. Course Name:	
Principles of Advertising	
14. Course Code:	
P208	
15. Semester / Year:	
2025-2026	
16. Description Preparation Date:	
12/5/2026	
17. Available Attendance Forms:	
In-person	
18. Number of Credit Hours (Total) / Number of Units (Total)	
60 hours/ Total Units (Overall): 2	
19. Course administrator's name (mention all, if more than one name)	
Name: Prof. Dr. Arsan Youssef Email: . Name: Asst. Prof. Dr. Hanan Haider Sahib Email: hanan.h.sahib@aliraqia.edu.iq	
20. Course Objectives	
Course Objectives	The course aims to identify the concept of advertising, its origin, and stage of development, and to acquaint the student with the importance of advertising and the basic functions it performs, in addition to a comprehensive overview of the types of advertisements and the components of print and visual advertising. It also aims to clarify advertising planning and its steps, with a detailed explanation of advertising agencies.
21. Teaching and Learning Strategies	
Strategy	Cognitive Objectives / This course aims to provide the student with theoretical knowledge and scientific skills about advertising. The course covers the concept of advertising, its characteristics, and the factors that

	led to its development, as well as introducing the technology of advertising media, the difference between media and advertising, and the social importance of advertising. It also addresses the explanation types of advertisements from the perspective of the marketing function of advertising and from the perspective of distribution channels. The course also discusses the disadvantages of advertising, titles, and graphic elements in advertising. In addition, it introduces the persuasive techniques used in advertisements and their application, advertising agencies, their importance, and their impact on the development of advertising, as well as how to use advertising slogans and chants—their use in printed and television advertising. The course also includes training students on how to design slogans and chants, indirect advertising methods, and the difference between them and direct methods.
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22. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Acquisition of knowledge	Introduction to the emergence of advertising	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
2	2	Acquisition of knowledge	Understanding the concept of advertising and its stages of development, explanation and discussion, brainstorming questions for students	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
3	2	Acquisition of knowledge	Understanding types of advertising	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
4	2	Acquisition of knowledge	Identifying the semiotics of advertising and its importance in analyzing advertising symbols, with a review of scientific and practical models	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

			in advertising analysis		
5	2	Acquisition of knowledge	Discussion of advertising functions and objectives: what is meant by objective and function? What is the difference between them?	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
6	2	Acquisition of knowledge	Explanation of advertising in media (the relationship between the advertising message and the medium, and how each affects the other)	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
7	2	Acquisition of knowledge	Acquiring knowledge of verbal and non-verbal symbols in advertising	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
8	2	Acquisition of knowledge	Acquiring knowledge of explaining advertising symbols, interpreting and analyzing them in some television advertisements	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
9	2	Acquisition of knowledge	Promotion, marketing, and publicity and their relationship with previous advertising	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
10	2	Acquisition of knowledge	Understanding psychological aspects in advertising	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
11	2	Acquisition of knowledge	Ethical and political effects of advertising, advertising and marketing	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture

12	2	Acquisition of analytical skills	Preparing reports analyzing advertisements in terms of effects, symbols, or advertising semiotics	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
13	2	Acquisition of knowledge	Understanding advertising and audience channels	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
14	2	Acquisition of knowledge	Measuring the ethical impact of advertising on the audience, explanation and discussion of the impact of incoming advertisements on Arab youth, children, and women, with reviews of advertisement types and quick tests	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
15	2	Measuring knowledge through exam	Midterm theoretical test	Explanation and discussion + comparison and evaluation	Grade-based evaluation

Second Semester

Week	Hours	Intended Learning Outcomes	Unit or Topic Name	Learning Method	Evaluation Method
1.	2	Acquisition of knowledge	Advertising production, advertising as a science and an art	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
2.	2	Acquisition of knowledge	Persuasive techniques used in advertisements and their application	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
3.	2	Acquisition of	Advertising agencies, their importance and impact on	Explanation and	Awarding grades to participants and conducting a daily exam on

		knowledge	the development of advertising	discussion	the previous lecture
4.	2	Acquisition of knowledge	Use of advertising slogans and chants – their use in printed and television advertising	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
5.	2	Skill acquisition	Training students on how to design slogans and chants	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
6.	2	Acquisition of knowledge	Indirect advertising methods and the difference between them and direct methods (sponsorship)	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
7.	2	Acquisition of knowledge and skill	Editing television advertisements	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
8.	2	Acquisition of knowledge and skill	Editing printed advertisements	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
9.	2	Acquisition of knowledge and skill	Editing audio advertisements	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
10.	2	Acquisition of knowledge and skill	Editing interactive advertisements (Internet)	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
11.	2	Acquisition of knowledge	Advertising language	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
12.	2	—	Writing advertisement scenarios	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
13.	2	Skill acquisition	Training students on writing advertisement	Explanation and	Awarding grades to participants and conducting a daily exam on

			scenarios	discussion	the previous lecture
14.	2	Acquisition of knowledge	Factors that lead to successful advertisements and conditions for a successful designer	Explanation and discussion	Awarding grades to participants and conducting a daily exam on the previous lecture
15.	2	Acquisition of knowledge	Second semester exam	Evaluation of skill and knowledge	2

23. Course Evaluation

Distributing the score out of 100 according to the tasks assigned to the student such as daily preparation, daily oral, monthly, or written exams, reports etc

24. Learning and Teaching Resources

Required textbooks (curriculum books, if any)	compiled curriculum for the above-mentioned courses prepared by the course instructor
Main references (sources)	• Mona Al-Hadidi: Principles of Advertising • International Advertising – Dr. Basheer Al-Alaq, Al-Yazouri Scientific Publishing and Distribution • Basheer Al-Alaq (2018). Fundamentals and Applications of Electronic and Traditional Promotion – An Integrated Approach, Amman: Al-Yazouri Publishing and Distribution • Arsan Youssef Al-Zoubi (2016). Television Advertising and Attitudes of Producers and Consumers. Amman: Osama Publishing and Distribution • Mohammed Hassan Al-Amiri (2015). Advertising in Radio and Satellite Television Channels. United Arab Emirates: University Book House
Recommended books and references (scientific journals, reports...)	Hanan Haidar Al-Bahrani (2022). Attitudes of Rural Iraqi Women Toward Social and Economic Effects of Television Advertisements on Satellite Channels and Their Reflection on Their Social Conditions. PhD Dissertation, University of Baghdad, College of Media.
Electronic References Websites	Television advertisements – YouTube advertisements

Communication Theories

1. Course Name
: Communication Theories

2. Course code:	
P205	
3. Semester/ Year:	
2025-2026	
4. Date of description:	
12/5/2026	
5. Available Attendance Modes:	
in-person in Classes	
6. Total Study Hours / Units	
: 60 hours annually / 2 units	
7. Course Lecturer:	
Asst. Lct. Fatima Shamil	fatima.s.hashem@moheer.gov.iq
Asst. Lct. Naba' Abbas	nabaa.a.mosa@moheer.gov.iq
8. Course Objectives:	
Course Objectives	The course aims to review what the student has learned in the previous stage about communication science, including its definition and stages of development. It then begins to introduce the concept and characteristics of theory, delving into the most important communication theories, and exploring persuasive methods in communication messages. Additionally, it covers theories related to media, from their concepts and characteristics to the theory of dependency on media.
9. Teaching and Learning Strategies	
Strategies	Cognitive Objectives: This course aims to provide the student with theoretical knowledge and research skills, which the student can utilize in writing research papers and entering the world of writing to apply communication theories in subsequent stages of their research. The course also addresses understanding models and teaching the student how to use theory, as well as enabling the student to understand what is happening around them in the media.

10. Course Structure: First Semester

Week	Hours	Required Learning Outcomes	Unit/Topic Name	Method of learning	Method of evaluation
1	4	Knowledge Acquisition	Introduction to Communication Studies: Historical Stages of Development	Explanation & discussion	Awarding Grades and Conducting Oral Examinations
2	4	Knowledge Acquisition	Theories of Mass Media Effects	Explanation & discussion	Giving Oral Questions
3	4	Knowledge Acquisition	Concept of theory, characteristics of theory, good theory, the relationship between theory and model, concept of impact in the communication process, and its difference from feedback	Explanation & discussion	Giving Oral Questions
4	4	Knowledge Acquisition	Direct effects theory, magic bullet theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lectures
5	4	Knowledge Acquisition	Limited effect theory, moderate effects theories, and active effects theories	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lectures
6	4	Knowledge Acquisition	Transitional Processes	Participation & Application	Giving Oral Questions
7	4	Knowledge Acquisition	Theories Related to the Communicative Source, Concept of the correspondent, characteristics of a good message, gatekeeping theory, news values	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
8	4	Knowledge Acquisition	Electronic gatekeeper, ethics of work in electronic gatekeeping	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
9	4	Knowledge Acquisition	Theories Related to the Communicative Message, Concept of the message, characteristics of a good message, concept of persuasion and its types	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures

10	4	Knowledge Acquisition	Persuasion methods in the communicative message, persuasion strategies: Psychodynamic strategy, Social and cultural strategy, Meaning-making strategy (concept of mental image and stereotype)	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
11	4	Knowledge Acquisition	Effectiveness factors of communication process components	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
12	4	Analysis Skills Acquisition	Information Theory	Comparison & Evaluation	Awarding Grades and Conducting Daily Examinations on Previous Lectures
13	4	Knowledge Acquisition	Agenda-Setting Theory	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lectures
14	4	Knowledge Acquisition	Knowledge Gap Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lectures
15	4	Knowledge Assessment by Exam	First Semester Exam	Tests and Assessment	Evaluation by Grades
Second Semester					
1	4	Knowledge Acquisition	Cultivation Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
2	4	Knowledge Acquisition	Framing Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
3	4	Knowledge Acquisition	Theories Related to Media: Concept of media, characteristics of mass media	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
4	4	Knowledge Acquisition	McLuhan's theory: The medium is the message, the medium as an extension of sight, hot and cold media, concept of the global village	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
5	4	Knowledge	Habermas's theory of the	Explanation &	Awarding Grades and

		Acquisition	electronic field	discussion	Conducting Daily Examinations on Previous Lecture
6	4	Knowledge Acquisition	Uses and Gratifications Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
7	4	Knowledge & Skills Acquisition	Diffusion of Innovations Theory	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
8	4	Knowledge & Skills Acquisition	Theories Related to the Audience: Concept of the active audience	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
9	4	Knowledge & Skills Acquisition	Concept of exposure, its types, ways to measure it, its obstacles	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
10	4	Knowledge & Skills Acquisition	Agenda-Setting Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
11	4	Knowledge Acquisition	Two-Step Flow Theory	Participation & Application	Awarding Grades and Conducting Daily Examinations on Previous Lecture
12	4	Knowledge Acquisition	Spiral of Silence Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
13	4	Skill Acquisition	Social Expectations Theory	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
14	4	Knowledge Acquisition	Media Dependency Theory: Sources and levels of media influence	Explanation & discussion	Awarding Grades and Conducting Daily Examinations on Previous Lecture
15	4	Knowledge & Skills Assessment	Second Semester Exam	Test	Awarding 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)	- Manal Mazahera, <i>Theories of Communication</i>, Dar Al-Masira for Publishing and Distribution, 2018. - Nidal Falah Al-Dhalain, and others, <i>Theories of Communication</i>

	<i>and Mass Media</i> , Dar Al-Isar for Publishing and Distribution, 2017. - Ali Abd Al-Fattah Ali, <i>Modern Communication and Media Theories</i> , Dar Days of the Publishing and Distribution, 2017.
Recommended Books and References (Scientific Periodicals, Reports, etc.)	-
Online References, Websites, etc.	- YouTube - Digital Libraries

Etiquette and protocols

1. Course code: "Etiquette and protocols"	
2. Course code: P106	
3. Semester / Year : first semester 2025-2026	
4. Date of description : 12/5/2026	
5. Available Attendance Modes : in-person	
6. Total Study Hours / Units : 60 hours annually (2) units	
7. Course Coordinator Name (If more than one, mention all) Name: Assistant Professor Adnan Abdulrazzaq Al-Rubaie me : Assist. Lecturer "Isra'a Dhafer Abdulhameed" E-mail : esraa.d.abduhameed@aliraqia.edu.iq	
8. Course Objectives:	
Course Objectives	"The course aims to introduce the concept of etiquette and protocol and their historical origins, to familiarize the student with their importance and the basic functions of each, in addition to introducing political ceremonies and forms of international courtesies, as well as etiquette in Iraq and types of etiquette and ways of dealing in social aspects and formal occasions."
9. Teaching and Learning Strategies	
Strategies	"Cognitive objectives / This course aims to provide the student with theoretical knowledge and scientific and practical skills about etiquette. The course covers the concept of etiquette, protocol, and ceremonies, their importance, historical origins, and the differences between them, as well as how to use each one, and their social and

	political importance. The course also explains the forms of political ceremonies and the art of etiquette and protocol in the Iraqi state, in addition to the rules of precedence in political protocol. Furthermore, it introduces the political and international methods used in etiquette and protocol and how to use them. The course also includes practical lessons and training students on the rules of etiquette in our daily lives."

10. 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 protocol and political ceremonies. Explanation and discussion of awarding grades to participants."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Second	2	Knowledge Acquisition	"Understanding the concept of negotiation and a historical overview of it, protocol, and ceremonies. Explanation and discussion of awarding grades to participants and posing brainstorming questions to students."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	"Understanding types of advertising. Explanation and discussion of awarding grades to participants."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

fourth	2	Knowledge Acquisition	"Learning about the historical origin of etiquette and protocol and their importance."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fifth	2	Knowledge Acquisition	"Explanation of political ceremonies, etiquette, and forms of international courtesies, and what is the difference between them? Explanation and discussion of awarding grades to participants and conducting a daily exam on the previous lecture."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
sixth	2	Knowledge Acquisition	"Explanation of etiquette and protocol in the Iraqi state and the application of etiquette among members of society. Conducting a practical application in front of students and a daily exam on the previous lecture."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

seventh	2	Knowledge Acquisition		Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
Eighth	2	Knowledge Acquisition	"Etiquette and protocol in universities. Explanation and discussion of awarding grades to participants and conducting a daily exam on the previous lecture."	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
ninth	2	Knowledge Acquisition	"The art of etiquette in universities and etiquette in dealing with friends. Explanation and discussion, awarding grades to the discussants, and conducting a daily exam on the previous lecture."	Explanation & discussion	"Evaluation by grades"
tenth	2	Knowledge Acquisition	"Practical lesson on etiquette in universities and with friends, with an explanation of university activities and refined interactions. Awarding grades to participants and	Explanation & discussion	

			conducting a daily exam on the previous lecture."		
eleventh	2	"Acquisition of analytical skills"	"Etiquette and protocol in the Iraqi state. Explanation and discussion of awarding grades to participants and conducting a daily exam on the previous lecture."	"Comparison and evaluation"	
twelfth	2	"Measuring knowledge through exams"	"Rules of precedence in the ceremonial system, explanation and discussion with students." "Measuring knowledge through the semester theoretical exam"	"Testing and measurement"	
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation

First	2	Knowledge Acquisition	Precedence of the diplomatic corps, explanation, and discussion of awarding grades to participants.	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
second	2	Knowledge Acquisition	Good manners in public relations, explanation, and discussion of awarding grades to participants, and conducting a daily exam on the previous lecture.	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	Principles of social introduction in formal events, explanation, and discussion of awarding grades to participants.	Explanation and Discussion	"Awarding grades for performing an activity in public relations"
fourth	2	Knowledge Acquisition	Explanation of the rules of handshaking with a training session for students.	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fifth	2	Knowledge Acquisition	Explanation of phone call protocol with a training session for students.	Explanation & discussion	Field visit
sixth	2	Knowledge Acquisition	Explanation of dining etiquette and awarding grades to participants.	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
seventh	2	Knowledge & skill Acquisition	Training students on dining and phone etiquette and awarding grades to participants.	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

eighth	2	Knowledge Acquisition	Explanation of the rules of conversation etiquette with a training session for students.	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
ninth	2	Knowledge Acquisition	Explanation of the etiquette of official meetings.	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
tenth	2	Knowledge & skill Acquisition	Training students in the arts of etiquette in human communication.	Explanation and Discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
eleventh	2	Knowledge Acquisition	Explanation of official ceremonies for holding conferences and the history of the Iraqi flag.	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
twelfth	2	"Evaluation of skills and knowledge"	Second semester exam."	test	"Awarding grades for the second semester"

13- Course evaluation

Distribution of the grade out of 100 based on the tasks assigned to the student, such as daily preparation, "daily, oral, monthly, and written exams, reports, etc."

17 -Learning and Teaching Resources

Required Textbooks (if any)	A comprehensive curriculum prepared for the above courses by the course instructor."
Primary References (Sources)	Lecture notes by Dr. Adnan Abdul Razzaq Al-Rubaie on the art of etiquette and ceremonies
Recommended Books and References (Scientific Journals, Reports, etc.)	"Professor Dr. Fadhel Mohammed Hussein Al-Badrani / Protocols and Etiquette"

"Books and references"	"Professor Dr. Fadhel Mohammed Hussein Al-Badrani / The Art of Etiquette in Building Social and Diplomatic Relationships"
"Books and references"	"Professor Dr. Fadhel Mohammed Hussein Al-Badrani / Public Relations and Protocols."

English language, First stage

1. Course Name:	
English	
2. Course Code:	
P102	
3. Semester / Year:	
2025/2026	
4. Description Preparation Date:	
12/5/2026	
5. Available Attendance Forms:	
Daily	
6. Number of Credit Hours (4) / Number of Units (8)	
4 Hours per week. Eight units	
7. Course administrator's name (mention all, if more than one name)	
Name: Instructor Ahmed Abdulsalam Ayash Email: ahmed.a.iash@aliraqia.edu.iq	
8. Course Objectives	
Course Objectives	• Equipped with knowledge • Equipped with skills • Equipped with good ethics
9. Teaching and Learning Strategies	
Strategy	Teaching and learning strategies are multiple such as using technical devices such as Data Show in order to improve the methods delivering the best kind of education.

10. Course Structure					
Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
1	2	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
2	2	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
3	2	Gaining knowledge	Unit 1	Teaching	Quizzes + Exams
4	2	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
5	2	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
6	2	Gaining knowledge	Unit 2	Teaching	Quizzes + Exams
7	2	Gaining knowledge	Unit 3	Teaching	Quizzes + Exams
8	2	Gaining knowledge	Unit 3	Teaching	Quizzes + Exams
9	2	Gaining knowledge	Unit3	Teaching	Quizzes + Exams
10	2	Gaining knowledge	Unit3	Teaching	Quizzes + Exams
11	2	Gaining knowledge	Unit4	Teaching	Quizzes + Exams
12	2	Gaining knowledge	Unit4	Teaching	Quizzes + Exams
13	2	Gaining knowledge	Unit4	Teaching	Quizzes + Exams
14	2	Gaining knowledge	Unit4	Teaching	Quizzes + Exams
15	2	Gaining knowledge	Exams	Teaching	Quizzes + Exams
11. Course Evaluation					
One exam 10 marks, 2 quizzes 2.5 marks each, participation 5 marks. In general 40 marks 20 for each semester and 60 marks for the final exam.					
12. Learning and Teaching Resources					
Required textbooks (curricular books, if any)			Ministry's instructions.		
Main references (sources)			Headways		
Recommended books and references (scientific journals, reports...)			Main media topics such as Public Relations and others.		
Electronic References, Websites			None.		

Media Photography

1. Course Name: Media Photography

2. Course code:	
P109	
3. Semester / Year :	
2025-2026	
4. Date of description :	
12/5/2026	
5. Available Attendance Modes:	
in-person	
6. Total Study Hours / Units :	
60 hours annually (2) units	
7. Course Coordinator Name (If more than one, mention all)	
Name: Assist. lecturer Nabaa Abbas nabaa.a.mosa@moheer.gov.iq	
Name : Assistant Lecturer. Alaa Walid Karim ola.w.kareem@moheer.gov.iq	
8. Course Objectives:	
Course Objectives	Aims to introduce students to media photography, its types, photography techniques, and digital image processing.
9. Teaching and Learning Strategies	
Strategies	Cognitive Goals: This course aims to provide students with sufficient knowledge about media photography, introduce them to photography techniques and types, as well as enable them to understand the different types of photography, methods of image processing, and the fields of photography use.

10. Course Structure / First Semester					
Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
first	2	Knowledge Acquisition	Definition and Concept of Media Photography	Explanation & discussion	Awarding Grades to Students Based on Their Participation
Second	2	Knowledge Acquisition	Learning About Sciences, Arts, and Their History	Explanation & discussion	Awarding Grades to Students Based on Their Participation
third	2	Knowledge Acquisition	Types of Photography	Explanation & discussion	Awarding Grades to Students Based on Their Participation
fourth	2	Knowledge Acquisition	Basics of Traditional Photography	Explanation & discussion	Awarding Grades to Students Based on Their Participation
fifth	2	Knowledge Acquisition	Camera Components Parts of the Camera	Explanation & discussion	Awarding Grades to Students Based on Their Participation

sixth	2	Knowledge Acquisition	Non-Main Parts of the Camera	Explanation & discussion	Awarding Grades to Students Based on Their Participation
seventh	2	Knowledge Acquisition	Printing and Development Lab Method of Developing Black and White Films	Explanation & discussion	Awarding Grades to Students Based on Their Participation
Eighth	2	Knowledge Acquisition	Orbit Bath Washing Drying	Explanation & discussion	Awarding Grades to Students Based on Their Participation
ninth	2	Knowledge Acquisition	Lenses and Their Types	Explanation & discussion	Awarding Grades to Students Based on Their Participation

tenth	2	Knowledge Acquisition	Digital Photography How to Do Digital Photography	Explanation & discussion	Awarding Grades to Students Based on Their Participation
eleventh	2	Knowledge Acquisition	Image Size in Digital and Traditional Photography and the Relationship Between Their Sizes and Types	Explanation & discussion	Awarding Grades to Students Based on Their Participation
twelfth	2	Knowledge Acquisition	Advantages of Digital Photography Disadvantages of Digital Photography:	Explanation & discussion	Awarding Grades to Students Based on Their Participation

Thirteenth h	2	Knowledge Acquisition	Traditional and Digital Photography and Printing Digital Printing Traditional Printing	Comparison and Evaluation	Awarding Grades to Students Based on Their Participation
Fourteenth h	2	Knowledge Acquisition	Printing with Ultraviolet Rays	Explanation & discussion	Awarding Grades to Students Based on Their Participation
fifteenth	2	Knowledge Acquisition	Traditional Photo Editing Digital Photo Editing	Test and Measurement	Awarding Grades to Students Based on Their Participation
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	Photo Editing Features Special Camera Movements and	Explanation and Discussion	Awarding Grades to Students Based on Their Participation

			Effects		
second	2	Knowledge Acquisition	Lighting in Photography and Its Effects on Dimension and Expression Spatial Photography Processing Its Function Its Types	Explanation and Discussion	Awarding Grades to Students Based on Their Participation
third	2	Knowledge Acquisition	types of Digital Images and Their Sizes, Resolution, and Clarity Their Types	Explanation and Discussion	Awarding Grades to Students Based on Their Participation
fourth	2	Knowledge Acquisition	Multiple Uses of Photographic Images in Printing Design (Graphic Design)	Explanation & discussion	Awarding Grades to Students Based on Their Participation
fifth	2	Knowledge Acquisition	Artistic Sensibility of the Image Functional Aesthetics of the Image in Printing Work How to Take a Successful Photo	Explanation & discussion	Awarding Grades to Students Based on Their Participation

sixth	2	Knowledge Acquisition	Digital Technologies and Their Impact on Printing Photography	Explanation and Discussion	Awarding Grades to Students Based on Their Participation
seventh	2	Knowledge Acquisition	3D Photography Using Laser Technologies Definition History of Holography Technology Required Tools	Explanation and Discussion	Awarding Grades to Students Based on Their Participation
eighth	2	Knowledge Acquisition	Hologram Film Characteristics of Hologram (physics-graph)	Explanation and Discussion	Awarding Grades to Students Based on Their Participation
ninth	2	Knowledge Acquisition	Digital Processing of Photographic Images via Computer Software	Explanation & discussion	Awarding Grades to Students Based on Their Participation
tenth	2	Knowledge Acquisition	Image Processing Applications of Image Processing:	Explanation and Discussion	Awarding Grades to Students Based on Their Participation
eleventh	2	Knowledge Acquisition	Stages of Digital Image Processing Digital Image Processing through Image Editing	Explanation & discussion	Awarding Grades to Students Based on Their Participation

twelfth	2	Knowledge Acquisition	Digital Printers: Types, Uses, and Development For Small Offices and Home Use Multifunction Office Printers Multifunction Printers for Print Production	Explanation & discussion	Awarding Grades to Students Based on Their Participation
Thirteenth	2	Knowledge Acquisition	Features / Functions of Printing Input Output Versatile and Multi-Purpose Imaging in the Field of Printing Laser Printer Thermal Printer Dye-Sublimation Printer	Explanation & discussion	Awarding Grades to Students Based on Their Participation
Fourteenth	2	Knowledge Acquisition	Barcode Printer and Label Printing Barcode Printer Postage Stamp Printer Plotter and Large Format Printer Large Format Printer 3D Printer	Explanation & discussion	Awarding Grades to Students Based on Their Participation
fifteenth	2	Knowledge Acquisition	Types of Photography: Panorama Silhouette Secret Photography	Explanation & discussion	Awarding Grades to Students Based on Their Participation

13- Course evaluation

Course Evaluation // Grade Distribution out of 100 Based on Tasks Assigned to the Student " Throughout the Year, Including Daily Preparation and Daily and Monthly Exams.

Computer

1.Course Name:
computer.
2.Course code:
P110
3.Semester / Year :
first semester 2025–2026
4.Date of description :
12/5/2026
5.Available Attendance Modes:
in-person
6.Total Study Hours / Units :
60 hours annually (2) units
7.Course Coordinator Name (If more than one, mention all)
Name:.. Assistant Professor Doctor Huda Diya' al-Din Najib E-mai : huda_iraq81@yahoo.com Name : Assist.. Lecturer Raya Amer.
1. Course Objectives:

Course Objectiv	The course aims to introduce the concept of the computer, its origin, and its development stages, and acquaint the student with the importance of the computer and the basic functions it performs. Additionally, it provides a comprehensive overview of the types of computers and their components, and introduces their parts. It also includes an understanding of operating systems, their types, and how to interact with them. The course also aims to explain how to conduct research or create a report and the steps involved, with a detailed explanation of how to use Word and Excel programs, how to create tables in Excel, presentations, and make postcards using Publisher. Additionally, it provides comprehensive knowledge of networks and their types.
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2. Teaching and Learning Strategies

Strategies	Cognitive Goals: This course aims to impart to the student theoretical knowledge and practical skills using the computer, and how to interact with it using the operating system. The course covers the concept of the computer, its basic parts, and the difference between the operating system and other application systems. Additionally, it includes the introduction to a set of basic application programs and their practical application in the laboratory to benefit from them in all practical fields. It also involves training students on how to conduct research, write a report, create a table, an invitation card, a brochure, and make presentations, among other activities
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3. Course Structure / First Semester

Week number	hours	Required Learning Outcomes	Unit/Topic Name	method of learning	Method of evaluation
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first	2	Knowledge Acquisition	Introduction to the computer and its types	Explanation & discussion	Granting grades to participants
Second	2	Knowledge Acquisition	Understanding the hardware components of the computer	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
third	2	Knowledge Acquisition	Understanding the key units of measurement in computing	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fourth	2	Knowledge Acquisition	Understanding the flexible components	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
fifth	2	Knowledge Acquisition	Understanding the Windows operating system and the available versions	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"

sixth	2	Knowledge Acquisition	Understanding the specific commands of Windows and their functions	Explanation & discussion	"Awarding grades to participants and conducting a daily exam on the previous lecture"
seventh	2	Knowledge Acquisition	Understanding how to interact with the desktop	Explanation & discussion	Granting grades to participants and conducting a daily exam on the previous lecture. Assessment based on questions and application
Eighth	2	Knowledge Acquisition	Understanding how to interact with the taskbar	Explanation & discussion	Granting grades to participants and conducting a daily exam on the previous lecture. Assessment based on questions and application
ninth	2	Knowledge Acquisition	Comprehensive practical application of commands and taskbar instructions	Using computers and presenting with the smart board	Granting grades to participants and conducting a daily exam on the previous lecture. Assessment based on questions and application

tenth	2	Skill acquisition and assessment	Understanding the basic elements in the Start menu	Using computers and presenting with the smart board	Granting grades to participants and conducting a daily exam on the previous lecture. Assessment based on questions and application
eleventh	2	Knowledge Acquisition	Understanding information institutions, their types, and their objectives	Explanation & discussion	Awarding grades to participants " and conducting a daily exam on the previous lecture"
twelfth	2	Knowledge & skill Acquisition	Understanding the types of toolbars used and how to interact with windows	Explanation & discussion	Awarding grades to participants " and conducting a daily exam on the previous lecture"
Thirteenth	2	Skill acquisition and assessment	Control Panel and its importance in configuring computer settings	Explanation & discussion	Awarding grades to participants and conducting a daily exam on the previous lecture"

Fourteenth	2	Knowledge Acquisition	Understanding the Control Panel and its importance in configuring computer settings	Explanation & discussion	Awarding grades to participants " and conducting a daily exam on the previous lecture"
fifteenth	2	Measuring Knowledge by Examination.	Midterm and practical exam	Test and Measurement	Evaluation by Grades

12- Course Structure / Second Semester.

Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	• Understanding the Word processor program, its history, and importance	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
second	2	Knowledge Acquisition	• Understanding the Office button, basic instructions, and commands	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
third	2	Knowledge Acquisition	• Understanding how to create, open, save, and print documents	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

fourth	2	Knowledge Acquisition	Understanding the steps for writing text and handling paragraphs with numeric and bullet lists, as well as changing text direction and arrangement	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifth	2	skill Acquisition	Working on changing font styles and variations in the document	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
sixth	2	Knowledge Acquisition	Using the Insert tab to add shapes, images, mathematical equations, and other available applications	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
seventh	2	Knowledge & skill Acquisition	Training students to create tables, format them, and add or delete cells from tables, with comprehensive knowledge of table formatting such as colors, borders, etc.	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eighth	2	Knowledge & skill Acquisition	Understanding the Page Layout tab for page division, coloring, size adjustment, adding watermarks, modifying margins, and other applications related to this tab	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
ninth	2	Knowledge & skill Acquisition	Understanding the presentation program, its interface, and toolbars	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.

tenth	2	Knowledge & skill Acquisition	Comprehensive practical application of creating a set of slides, designing them, and adding animations, timing, and formatting	Explanation and Discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
eleventh	2	Knowledge & skill Acquisition	Understanding the Excel program, its toolbars, and how to interact with it	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
twelfth	2		Comprehensive practical application of organizing and formatting tables and using mathematical operations	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Thirteenth	2	skill Acquisition	Understanding the Publisher program and working on designing scientific posters, flyers, and brochures	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
Fourteenth	2	Knowledge Acquisition	Understanding Internet networks, their types, linkage structures, and using the internet for scientific research and search methods	Explanation & discussion	Awarding Grades to Participants and Conducting a Daily Test on the Previous Lecture.
fifteenth	2	Evaluation of Skills and Knowledge	Second semester theoretical and practical exam	test	Awarding Grades for the Second Semester

13- Course evaluation

Distribution of the grade out of 100 based on student tasks such as daily preparation, daily quizzes, oral exams, monthly exams, written exams, reports, etc.

18 –Learning and Teaching Resources

Required Textbooks (if any)	A comprehensive syllabus prepared for the above courses by the course instructor.
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Primary References (Sources)	<u>- Office 2010 Library: Excel 2010 Bible, Access 2010 Bible, PowerPoint 2010</u> <u>Using Microsoft Office Excel 2003</u> Patrick Blattner Lessons / Mustafa Al-Ghalayini <u>Learn Microsoft Office 2019: A comprehensive guide to getting started with ...</u> <u>Linda Foulkes</u> من تأليف - <u>Curriculum of the College of Information Technology and Communications</u> -
Recommended Books and References (Scientific Journals, Reports, etc.)	
"Books and references"	google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKE

Human Rights and Democracy

1. Course code: Human rights and democracy
2. Course code: P108
3. Semester / Year : 2025-2026
4. Date of description : 12/5/2026
5. Available Attendance Modes: in-person
6. Total Study Hours / Units : 60 hours annually (2) units
7. Course Coordinator Name (If more than one, mention all)

Name: Assist. Doctor Laith Salam Mahdi laith.s.mahdi@moheer.gov.iq	
Name : Assistant Lecturer. Isra'a Darwish Kazem esraa.d.kadhem@moheer.gov.iq	
8. Course Objectives:	
Course Objectives	The course aims to acquaint students with the concept of human rights, its features and characteristics, and its types, as well as to introduce students to its importance and study. Additionally, it provides an overview of democracy, the concept of a democratic state, its characteristics, and its types.
9. Teaching and Learning Strategies	
Strategies	Cognitive Goals: This course aims to provide students with sufficient knowledge about media photography, introduce them to photography techniques and types, as well as enable them to understand the different types of photography, methods of image processing, and the fields of photography use.

10. 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 human rights and characteristics of human rights.	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
Second	2	Knowledge Acquisition	Understanding the types of human rights.	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
third	2	Knowledge Acquisition	Human rights in ancient civilizations	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.

fourth	2	Knowledge Acquisition	Human rights in Islam and the features of human rights in Islam	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
fifth	2	Knowledge Acquisition	Basic human rights, their importance, and primary sources	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
sixth	2	Knowledge Acquisition	Human rights and media ethics	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
seventh	2	Knowledge Acquisition	Practical applications of the right to freedom of expression in media and social media	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.

Eighth	2	Knowledge Acquisition	Explanation of the Universal Declaration of Human Rights	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
ninth	2	Knowledge Acquisition	Understanding non-governmental organizations defending human rights	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
tenth	2	Knowledge Acquisition	Explanation of international human rights treaties.	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
eleventh	2	Knowledge Acquisition	Understanding specialized human rights agencies	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.

twelfth	2	Knowledge Acquisition	Explanation of the reason for the Declaration of Human Rights in France.	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
Thirteenth	2	Knowledge Acquisition	Review of what was previously explained about human rights and their characteristics.	Comparison and Evaluation	Granting grades to participants and conducting daily exams on the previous lecture.
Fourteenth	2	Knowledge Acquisition	Explanation of the Human Rights Council.	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.

fifteenth	2	Measuring knowledge through exams	First semester exam	Test and Measurement	Grading assessment
12- Course Structure / Second Semester.					
Week number	hours	Required Learning Outcomes	Unit/Topic name	method of learning	Method of evaluation
First	2	Knowledge Acquisition	Definition of democracy	Explanation and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.
second	2	Knowledge Acquisition	Characteristics of democracy	Explanation and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.
third	2	Knowledge Acquisition	The concept of a democratic state	Explanation and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.
fourth	2	Knowledge Acquisition	Characteristics of the democratic system	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.

fifth	2	skull Acquisition	Elements of establishing democracy	Explanatio n & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
sixth	2	Knowledge Acquisition	Obstacles to establishing a democratic state	Explanatio n and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.
seventh	2	Knowledge & skill Acquisition	Methods of assuming power	Explanatio n and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.
eighth	2	Knowledge & skill Acquisition	Types of democracies	Explanatio n and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.
ninth	2	Knowledge & skill Acquisition	Electoral systems in the world.	Explanatio n & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
tenth	2	Knowledge & skill Acquisition	Advantages of the list-based electoral system	Explanatio n and Discussion	Granting grades to participants and conducting daily exams on the previous lecture.

Eleventh	2	Knowledge Acquisition	Disadvantages of the list-based electoral system: 1.	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
twelfth	2		A list of political terms	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
Thirteenth	2	skill Acquisition	Training students on political terms:	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
Fourteenth	2	Knowledge Acquisition	Review of what was previously explained	Explanation & discussion	Granting grades to participants and conducting daily exams on the previous lecture.
fifteenth	2	Knowledge & skill assessment	Second semester exam	test	Granting grades for the second semester
13- Course evaluation Distribution of 100 points based on various student tasks such as daily preparation, daily quizzes, oral exams, monthly exams, written exams, and reports, etc.					
Learning and Teaching Resources:					

Required Textbooks (If any)	A set of sources related to the topic of human rights and democracy in line with the ministry's terms: - Yassin Mohammed, <i>Human Rights and Democracy</i>, University of Baghdad, 2013-2014 - Riyadh Aziz Hadi, <i>Human Rights: Their Development, Contents, and Protection</i>, Legal Library, Baghdad, 2019
Main References (Sources): Recommended Supporting • Books and References (Scientific Journals, Reports, etc.):	
Electronic References and Websites:	