

**Ministry of Higher Education and Scientific Research**

**Warith Al-Anbiya University**

**College of Mass Communication – Department of Advertising and  
Digital Marketing Communication**

**Quality Assurance and Academic Accreditation Division**

**Course Description Guide for the  
Faculty of Mass Communication  
Advertising & Digital Marketing  
Communication Department  
2025-2026**



محضر المصادقة على دليل وصف البرنامج الأكاديمي والمقرر الدراسي لكلية الاعلام -  
قسم الإعلان والاتصال التسويقي الرقمي (2026-2025)

اسم الجامعة : وارث الأنبياء

الكلية : الاعلام

اسم البرنامج الأكاديمي والمهني : بكالوريوس في الإعلان والاتصال التسويقي الرقمي

النظام الدراسي : سنوي

تاريخ اعداد الوصف : 2026/1/28

تاريخ انتهاء الوصف : 2026/2/7

التوقيع :

اسم معاون العميد العلمي : أ.م.د عبد المجيد الخطيب  
التاريخ : 2026/2/7

التوقيع :

اسم رئيس القسم : م.م. حازم فاضل عباس أبو صخر  
التاريخ : 2026/2/7

دقق الملف من قبل شعبة ضمان الجودة والأداء الجامعي

اسم مدير شعبة ضمان الجودة والأداء الجامعي : م.م. حازم فاضل عباس أبو صخر

التاريخ : 2026/2/7

المدرس الدكتور

محمد جمال الطيف

العميد / وكالة

2026 / 2 / 11

نسخة منه المر //  
الحفظ

حسام



## About the Department

Number of Administrators in the Department: (2)

Number of Faculty Members:10

Number of Lecturers: 6

Number of students in the morning study by stages:18

Number of Students in the First Stage (Morning): 18

Total number of students: 18

### 1. Program Vision

Pioneering in preparing creative specialists in advertising and digital marketing communication, who possess scientific knowledge, professional and technical skills, and are able to effectively influence society and the labor market locally and regionally through qualitative education that combines solid scientific foundations and advanced professional applications in the fields of advertising and digital marketing communication in a way that keeps pace with technological transformations, promotes creativity and innovation, and contributes to media and economic development.

### 2. Program Mission

The mission of the Department of Advertising and Marketing Communication is to provide specialized university education, sober scientific research, and applied professional qualification in the fields of advertising and marketing communication, in line with knowledge and technical developments and meet the requirements of the Iraqi society and the labor market.

### 3. Program Objectives

- Providing an integrated academic program in advertising and marketing communication, based on contemporary scientific foundations, employing digital technologies and modern teaching methods, and promoting interactive learning.
- Preparing scientifically and professionally qualified competencies who possess the theoretical knowledge and applied skills necessary to work in the fields of advertising and digital marketing communication, in a way that contributes to the development of media work and supports development paths.
- Promoting the use of modern technologies in education, scientific research, and applied studies in the fields of advertising and digital marketing communication.
- Providing students with the latest theoretical and practical developments in advertising and marketing communication, in line with the developments of the digital media environment.
- Developing students' analytical and critical abilities to enable them to understand applied reality, diagnose communication and advertising problems, and propose appropriate scientific and professional solutions.
- Enhancing communication and interaction with the community and its institutions through training, applied projects, and partnerships related to the fields of advertising and marketing communication.

**Program Accreditation**

**Under construction**

**5. Other external influences**

**no**

**6. Program Structure**

Notes	Percentage	Study Unit	Number of Courses	Program Structure
	3.8	6	3	Enterprise Requirements

	<b>48.1</b>	<b>90</b>	<b>38</b>	<b>College Requirements</b>
	<b>48.1</b>	<b>90</b>	<b>38</b>	<b>Department Requirements</b>
	<b>/</b>	<b>/</b>	<b>/</b>	<b>Summer Training</b>
	<b>/</b>	<b>/</b>	<b>/</b>	<b>Other</b>

<b>7. Program Description</b>				
<b>Approved Assistance</b>	<b>Course Name</b>	<b>Course Code</b>	<b>Year/Level</b>	
	<b>theoretical</b>	<b>Arabic1</b>	<b>LNG</b>	<b>2025-2026 Phase I</b>
	<b>theoretical</b>	<b>Media Psychology</b>	<b>MPS</b>	
<b>practical</b>	<b>theoretical</b>	<b>Fundamentals of Artificial Intelligence</b>	<b>AIF</b>	
<b>practical</b>	<b>theoretical</b>	<b>Digital Media Editing</b>	<b>DME</b>	
	<b>theoretical</b>	<b>Human rights</b>	<b>HR</b>	
	<b>theoretical</b>	<b>English1</b>	<b>MLE</b>	
	<b>theoretical</b>	<b>Principles of Advertising and Communication</b>	<b>PAC</b>	
		<b>Principles of Management and Advertising Planning</b>	<b>ADV</b>	
<b>practical</b>	<b>theoretical</b>	<b>Graphic Design Portal</b>	<b>GDDM</b>	
<b>practical</b>	<b>theoretical</b>	<b>Digital Media Literacy</b>	<b>DME</b>	
<b>practical</b>	<b>theoretical</b>	<b>Computer 1</b>	<b>CS1</b>	

<b>8. Expected Learning Outcomes of the Program</b>	
	<b>Knowledge</b>

<p style="text-align: center;"> <b>1- Mastering the arts and styles of journalistic work</b>  <b>Article, Column, Investigative Report, Interview</b>  <b>2- Journalistic writing .</b>  <b>3- Proficiency in investigative journalism methods</b>  <b>4- Scientific awareness of the types of rumors and their methods and propaganda and psychological warfare and confronting them</b>  <b>5- Sufficient ability to understand the patterns and methods of yellow journalism</b>  <b>6- Practical proficiency in the arts of journalistic correspondent: military, economic, service, .....</b> </p>	
<b>Skills</b>	
<p style="text-align: center;"> <b>1 – Adequate training in all journalistic arts and being aware of their possibilities and branches.</b>  <b>2 – Mastering the scientific method in research, investigation, analysis and deriving results.</b>  <b>3- The ability to diagnose , adopt and avoid positive and negative aspects.</b> </p>	
<b>Values</b>	
<p> <b>Truth, accuracy and objectivity, in addition to professional ethics such as respect for human rights, privacy, and freedom of expression, also include societal values such as promoting citizenship and preserving customs and traditions, and these values are based on the religious and cultural principles and well-established norms of societies.</b> </p>	

### 9. Teaching and Learning Strategies

1. Relying on theoretical and practical education to develop self-skills in the field of journalism.
- 2- Time management and prioritization with the ability to work in an organized manner.
- 3- Participation of all students in different roles to issue an integrated newspaper as part of the applied work.
- 4- Diversity in the use and employment of multiple and modern means of education to increase the student's desire for learning and self-development.
- 5- Interactive education and the student's involvement by presenting and presenting his activities within the activities of the festivals at the university and honoring him.
- 6- Programmed training for digital camera applications and smartphone applications to prepare the student to work as a photojournalist in press institutions or other government institutions.

### 10. Evaluation Methods

Electronic Technical Lecture  
Seminars  
Practical Application (Workshop for All the Arts of Journalism)  
Scientific Application  
Daily Tests  
Semester and Central Exams

### 11- Faculty

#### Faculty Members

Preparing the teaching staff		Skills requirements, if any		Specialization		Practical Rank
Lecturer	Angel			Special	General	
	Angel			Modern Literary	Arabic language	Assoc. Prof. Dr. Saleh Majeed Ali

				<b>Criticis m</b>		
	<b>Angel</b>			<b>Marketi ng Manage ment/St rategic Manage ment</b>	<b>Busin ess Admin istrati on</b>	<b>Assoc. Prof. Dr. Hussein Mohamed Kashkool</b>
<b>Lectu rer</b>				<b>Artificia l Intellige nce and Data Manage ment</b>	<b>Comp uter Scienc e</b>	<b>Assoc. Prof. Dr. Iyad Hamid Moussa</b>
<b>Lectu rer</b>				<b>Law</b>	<b>Law</b>	<b>Dr. Hussein Faisal Nehme</b>
	<b>Angel</b>			<b>Radio and televisi on</b>	<b>Media</b>	<b>Eng. Hazem Fadel Abbas</b>
<b>Lectu rer</b>				<b>Radio and televisi on</b>	<b>Media</b>	<b>Eng. Mustafa Razzaq Jawad</b>
	<b>Angel</b>			<b>Media Depart ment</b>	<b>Media</b>	<b>Eng. Alhassan Neama Abdel Karim</b>

### **Professional Development**

**Directing faculty members to work, participate in seminars and workshops, attend seminars, and participate in continuing education courses**

**Using modern educational means (smart board, data, and effective lectures)**

**Professional development of faculty members by evaluating the development of new members by holding workshops, seminars and seminars, participating in conferences and scientific visits, and entering continuing education courses  
Participation in courses and workshops organized by the Center for Continuing Education at the University**

**12. Admission Criteria**

**According to the regulations and instructions set by the Ministry of Higher Education and Scientific Research**

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

**Library / Internet / Websites / Virtual Library**

**14. Program Development Plan**

**Using new applications in the field of teaching, such as the use of smartphone software and artificial intelligence technologies, following up on the latest technological developments, and urging teachers to update the curriculum annually in line with sustainability plans.**

## Course Description

First: English Course Description Form	
<b>1. Course Name:</b>	
English	<b>:Course Code .1</b>
<b>MLE</b>	
<b>2. Chapter/Year:</b>	
First Course	
<b>:Date of Publication of this Description .3</b>	
2/9/2025	
<b>4. Available Attendance Forms:</b>	
Physical + Electronic (if needed)	
<b>5. Number of Hours of Study (Total) / Number of Units (Total):</b>	
2 Hours	
<b>6. Name of the course administrator</b>	
Name: Assoc. Prof. Dr. Mohamed Nabil Hadi Email: mohammed.haboobi@atu.edu.iq	
<b>7. Course Objectives</b>	
<ul style="list-style-type: none"> <li>Providing the student with the ability to understand media texts written in English and analyze their main ideas.</li> <li>Develop the student's writing skills in English by formulating simple and clear informative sentences and texts.</li> <li>Train the student to read and understand short media articles and reports in English.</li> <li>Enable the student to use the English language in basic academic and professional media contexts.</li> <li>Preparing the student linguistically to continue his academic studies in the field of media and keeping pace with global media developments.</li> </ul>	Course Objectives
<b>8. Teaching and Learning Strategies</b>	
<ul style="list-style-type: none"> <li>✓ Theoretical lectures supported by practical examples.</li> <li>✓ Class discussions and interviews.</li> <li>✓ Training in the use of language expressions</li> <li>✓ E-learning through digital resources and educational videos.</li> </ul>	Strategy
<b>9. Course Structure</b>	

<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit Name or Subject</b>	<b>Required Learning Outcomes</b>	<b>Watches</b>	<b>The week</b>
Oral Questions	Lecture + Discussion	What Is Media	Identify the basic concept of media and its main types	2	1
Short test	Lecture + Examples	Present Simple	Use the present simple tense to describe facts and general media concepts	2	2
Short Report	Lecture + Participation	Defining & Explanatory Structures	Use simple defining and explanatory structures to explain media terms	2	3
Duty	Lecture + Discussion	The Role of Media in Modern Society	Understand the role of media in modern society	2	4
Duty	Lecture + Exercise	News Values and News Selection	Recognize basic news values and criteria for news selection	2	5
Short test	Lecture + Case Study	Cause and Effect	Use cause-and-effect language in simple media contexts	2	6
Duty	Lecture + Training	What Makes News Important?	Identify factors that make news important	2	7
Monthly test	Lecture + Practical Exercise	News and Public Interest	Understand the relationship between news and public interest	2	8
Short Report	Lecture + Discussion	social media and Digital Journalism	Recognize the role of social media in digital journalism	2	9
Duty	Lecture + Practical Examples	Present Continuous	Use the present continuous tense to describe ongoing events and trends.	2	10
Short test	Lecture + Training	Describing Trends and Change	Describe trends and changes using simple English structures	2	11
Duty	Lecture + Case Study	Trends in Digital Media	Identify major trends in digital media	2	12
Report	Lecture + Training	Reporting Events and News Stories	Understand basic methods of reporting events and news stories	2	13
Class Participation	Review + Exercises	Past Simple	Use the past simple tense to report past events	2	14
final exam	My book	Exam	Assess students' understanding of language and media concepts	2	15
Short Report	Lecture + Examples	Passive Voice (News Reporting)	Use the passive voice in basic news reporting	2	16
Duty	Lecture + Participation	Reporting a Public Incident	Report a simple public incident using appropriate language	2	17
Duty	Lecture + Discussion	Writing a News Report	Write a short and simple news report	2	18
Short test	Lecture + Exercise	Media Impact and Public Reaction	Understand media impact on public reaction	2	19
Duty	Lecture + Case Study	Present Perfect	Use the present perfect tense to link past events to the present	2	20

Monthly test	Lecture + Training	Result and Effect Language	Use result-and-effect language in media texts	2	21
Short Report	Lecture + Practical Exercise	Media and Public Opinion	Understand the role of media in shaping public opinion	2	22
Duty	Lecture + Discussion	Media Impact on Society	Identify the effects of media on society.	2	23
Short test	Lecture + Practical Examples	Ethics, Responsibility, and the Future of Media	Understand basic media ethics and future responsibilities	2	24
Duty	Lecture + Training	Future Simple	Use the future simple tense to express predictions	2	25
Report	Lecture + Case Study	Modals of Obligation and Ability	Use modal verbs to express obligation and ability	2	26
Class Participation	Lecture + Training	Responsibility in the Digital Age	Recognize responsibility in digital media use	2	27
Short Report	Review + Exercises	Media Ethics in a Changing World	Understand ethical challenges in modern media	2	28
Duty	Lecture + Examples	Media Impact on Society	Analyze media influence on society in simple terms	2	29
final exam	My book	Exam	Evaluate overall learning outcomes of the course	2	30

## 10. Course Evaluation

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

- I. Preparation and Classroom Participation: 10 Marks
- II. Monthly Exam: 30 Marks
- III. Final Exam: 60 marks
- IV. **Total = 100 Points**

## 11. Learning and Teaching Resources

Ceramella Nick, Lee Elizabeth. - Cambridge English for the Media. Student's Book \i	<b>Required Textbooks</b>
New Headway 5th Edition Beginner_ Student's	<b>Primary References</b>
<i>Media and Society</i> . SAGE Publications.  <i>The Language of News Media</i> . Blackwell Publishing.	<b>Recommended books and references</b>
<a href="https://learningenglish.voanews.com">https://learningenglish.voanews.com</a>	<b>References, Websites</b>

<b>Second: Human Rights Course Description Form</b>	
<b>1. Course Name</b>	
Human rights	
<b>Course Code .2</b>	
HR	
<b>Semester/Year .3</b>	
2026 -2025	
<b>Date of preparation of this description .4</b>	
15/11/2025	
<b>5. Available forms of attendance</b>	
Presence	
<b>Total number of study hours .6</b>	
60	
<b>7. Name of the course administrator</b>	
Dr. Hussein Faisal Nehme	
<b>8. Course Objectives</b>	
<p>A. Cognitive Objectives</p> <ol style="list-style-type: none"> <li>1- Defining the concept of human rights</li> <li>2. Recognize the importance of human rights</li> <li>3. Identify the characteristics of human rights</li> <li>4. Identify human rights goals</li> </ol> <p>b. Skill objectives of the course.</p> <ol style="list-style-type: none"> <li>1. Acquire human rights expertise and skills</li> <li>2 – Identify the role of human rights in media work</li> <li>3- The student acquires practical and scientific skills that help him to perform a required duty</li> </ol>	
<b>9. Teaching and Learning Strategies</b>	
<ol style="list-style-type: none"> <li>1- Scientific Lecture Method</li> <li>2- Discussion method by asking questions to students and participating in the lecture</li> </ol>	
<b>10. Course Structure</b>	

Evaluation Method	Teaching Method	Module Name / or Subject	Required Learning Outcomes	Watches	The week
Written and oral testing and direct questions	Lectures and discussion in person	The concept of human rights	The student should learn the concept of human rights	2	1
Written and oral testing and direct questions	Lectures and discussion in person	Human rights. Its Importance and Objectives	The student should be familiar with human rights their importance and goals	2	2
Written and oral testing and direct questions	Lectures and discussion in person	Human Rights Categories	The student should understand the nature of human rights categories	2	3
Written and oral testing and direct questions	Lectures and discussion in person	Types of Human Rights	The student shows Types of Human Rights	2	4
Written and oral testing and direct questions	Lectures and discussion in person	Rights and freedoms related to human thought	To explain to the student the rights and freedoms related to human thought	2	5
Written and oral testing and direct questions	Lectures and discussion in person	Rights and freedoms related to human activity	The student should be aware of the importance of rights and freedoms related to	2	6

			human activity		
Written and oral testing and direct questions	Lectures and discussion in person	Media and Human Rights	Media and Human Rights Disclosure	2	7
Written and oral testing and direct questions	Lectures and discussion in person	Human Rights and Freedoms	The student should know the rights and freedoms in Islam	2	8
Written and oral testing and direct questions	Lectures and discussion in person	Equality in Islam The Right to Work	The student should be aware of the principle of equality in Islam and the right to work	2	9
Written and oral testing and direct questions	Lectures and discussion in person	Articles of the Universal Declaration of Human Rights	The student must indicate the materials of the Universal Declaration of Human Rights	2	10
Written and oral testing and direct questions	Lectures and discussion in person	Human Rights and Media Ethics	To familiarize the student with human rights and media ethics	2	11
Written and oral testing and direct questions	Lectures and discussion in person	The right to journalistic work The right to know	The student demonstrates the right to practice journalism The right to know	2	12

Written and oral testing and direct questions	Lectures and discussion in person	Right to cash	Explain to the student Right to cash	2	13
Written and oral testing and direct questions	Lectures and discussion in person	Comprehensive Review	We make sure that the student understands the prescribed material before the exam	2	14
Chapter 1 Exam				2	15
Written and oral testing and direct questions	Lectures and discussion in person	The right to privacy protection	To show the student	2	16
Written and oral testing and direct questions	Lectures and discussion in person	Specialized Agencies on Human Rights	To know the student	2	17
Written and oral testing and direct questions	Lectures and discussion in person	International Labour Organization	The student explains	2	18
Written and oral testing and direct questions	Lectures and discussion in person	World Health Organization	The student shows	2	19
Written and oral	Lectures and	Center for human rights	The student should clarify	2	20

testing and direct questions	discussion in person				
Written and oral testing and direct questions	Lectures and discussion in person	Invasion of Privacy	The student realizes	2	21
Written and oral testing and direct questions	Lectures and discussion in person	Declaration of Human Rights in France	The student shows	2	22
Written and oral testing and direct questions	Lectures and discussion in person	Western Civilization and Human Rights	The student explains the concept of	2	23
Written and oral testing and direct questions	Lectures and discussion in person	Physical Splitting and Parasitism	The student should get to know	2	24
Written and oral testing and direct questions	Lectures and discussion in person	Invasion of Privacy	The student should be aware	2	25
Written and oral testing and direct questions	Lectures and discussion in person	Declaration of Human Rights in France	Explain to the student	2	26
Written and oral testing and direct questions	Lectures and discussion in person	Western Civilization and Human Rights	The student should show	2	27

Written and oral testing and direct questions	Lectures and discussion in person	Arab Organization for Human Rights	To understand the student	2	28
Written and oral testing and direct questions	Presence	Right of defense	The student should clarify	2	29
		Second Semester Exam		2	30

### Third: Course Description Form Fundamentals of Artificial Intelligence

#### Course Description Form

**1. Course Name**

**Fundamentals of Artificial Intelligence**

**2. Course Code**

**AIF**

**3. Chapter and Year**

**2025-2026**

**4. Date of preparation of this description**

**Tuesday, December 02, 2025**

**5. Available Forms of Attendance**

**Presence**

**6. Total number of study hours**

**90 Hours of Study**

**7. Course administrator name**

**Assoc. Prof. Dr. Iyad Hamid Moussa**

**8. Course Objectives**

**General Objectives of the Course:**

- 1. Understanding the basics: Introduce students to basic AI concepts and technologies.**

2. **Media Application: Employing AI tools in the production of digital content (text, image, video).**
3. **Data analytics: Using AI to understand audience behavior and improve performance.**
4. **Ethical Use: Raising awareness of the challenges and ethics of AI in the media.**
5. **Professional Qualification: Preparing students for the requirements of the modern media labor market.**

#### **Detailed Knowledge and Skill Objectives:**

1. **At the end of the course, the student will be able to:**
2. **Explains the basic concepts of artificial intelligence (e.g., machine learning, neural networks, natural language processing).**
3. **It differentiates between the types of artificial intelligence and its different applications in the media field.**
4. **It enumerates the stages of the development of artificial intelligence and its impact on the digital media industry.**
5. **Learn about AI techniques used to analyze and target audiences.**
6. **It describes the ethical and legal implications of using AI in the media (e.g., privacy and intellectual property).**

#### **9. Teaching and Learning Strategies**

1. **Interactive Lectures: Explaining theoretical concepts with an opening for discussion and inquiry.**
2. **Project-Based Learning: Assign students hands-on projects to employ AI in the production of media content.**
3. **Hands-on workshops: Hands-on sessions within the lab to use different AI tools directly.**
4. **Case studies: Analyzing real-life examples of media that have successfully applied AI.**
5. **Collaborative learning: Divide students into groups to solve media problems using artificial intelligence.**
6. **Presentations: Students present their projects and discuss them with colleagues and faculty.**
7. **Digital Learning: Using online resources and interactive content to stay afloat.**

#### **10. Course Structure**

##### **Chapter One**

<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit Name</b>	<b>Learning Outcomes</b>	<b>Number of hours</b>	<b>Week Number</b>
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Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Introduction to Technology in the Advertising Industry	The student should be familiar with the definition of artificial intelligence, its importance, and its main areas.	3	1.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	History of Artificial Intelligence	The student should be familiar with the stages of development from the inception to the current revolution.	3	2.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Key Concepts1	The student should be familiar with machine learning and its types	3	3.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Basic Concepts 2	Neural Networks and Deep Learning	3	4.
Electronic, Written and Oral Exam and Direct	Lectures and discussion in person with a practical application	Natural Language Processing (NLP)	The student learns to understand the human language of machines	3	5.

Questions					
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Generative Artificial Intelligence	The student should be familiar with its concept, types, and importance in the media	3	6.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Applications in Texts 1</b>	The student should be familiar with an introduction to CgatGPT and its media uses	3	7.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Applications in Texts 2	The student should learn to formulate news and reports using artificial intelligence	3	8.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Photos 1	The student learns an introduction to Midjourney and DALL-E	3	9.
Electronic, Written and Oral Exam and Direct	Lectures and discussion in person with a	Apps in Pictures 2	The student should learn how to design an informative graphic using	3	10.

Questions	practical application		artificial intelligence		
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Apps in Audio	The student should learn how to produce and edit podcasts using artificial intelligence	3	11.
<b>Electronic, Written and Oral Exam and Direct Questions</b>	<b>Lectures and discussion in person with a practical application</b>	Apps in Video	The student should learn how to edit and produce videos with artificial intelligence	3	12.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Prompt Engineering	The student should learn how to formulate effective commands	3	13.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Overview	Summarizing the most important concepts of the first chapter	3	14.
The first semester exam is practical + theoretical and student evaluation					15.
<b>Chapter Two</b>					

<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit Name</b>	<b>Learning Outcomes</b>	<b>Number of hours</b>	<b>Week Number</b>
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Artificial Intelligence in Journalism	The student should be familiar with news automation and automated journalism	3	16.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Artificial Intelligence in Advertising	The student should learn how to target audiences and optimize campaigns	3	17.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Media Data Analysis	The student should learn the tools of audience analysis and understanding behavior	3	18.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Personalization and custom content	The student should be familiar with the Recommendation Systems algorithms	3	19.
Electronic, Written and Oral Exam and	Lectures and discussion in person with a	SEO	The student should learn to use artificial intelligence to	3	20.

Direct Questions	practical application		improve visibility		
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Communication Automation	The student should learn to schedule content and manage platforms intelligently	3	21.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Ethics of Artificial Intelligence 1	The student should be introduced to the Algorithmic Bias and Discrimination	3	22.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Ethics of Artificial Intelligence 2	The student should learn privacy and data protection	3	23.
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	Media Challenges	The student should learn fake news and deepfakes	3	24.
Electronic, Written and Oral Exam and	Lectures and discussion in person with a	Intellectual Property	The student should learn copyright and AI-produced content	3	25.

Direct Questions	practical application				
Discussion in person	Discussion in person	Student Projects (Proposals)	Presentation and discussion of final project ideas	3	26.
		Working on projects	Practical application under the supervision of the teacher	3	27.
		The future of media	Artificial Intelligence Trends in Digital Media		28.
The second semester exam is practical + theoretical and student evaluation				3	29.
<b>Final Exam</b>					30.
Notes: Theoretical lectures are interspersed with practical applications on a weekly basis Students are assessed through: class participation, assignments, a semester project, and exams					
<b>11. Course Evaluation</b>					
Distribution of the grade out of 100 according to the tasks assigned to the student such as daily preparation, daily, oral, monthly, written exams, reports.... etc. 20 (Grades on the first semester) 15 theoretical and 5 practical 20 (Grade on the second semester) 15 theoretical and 5 practical Annual Pursuit score of 40 and 60 marks on the final exam					
<b>12. Learning and Teaching Resources</b>					
<ol style="list-style-type: none"> <li>1. The Book of the Basics of Artificial Intelligence and its Applications in the Media</li> <li>2. Generative AI: From Concept to Application</li> <li>3. Applications of Artificial Intelligence in Journalism and Digital Media</li> </ol>					

Fourth: Management and Advertising Planning Course Description Form

1. Course Name

Advertising Management & Planning

Course Code .2

ADV

3. Semester/Year

Second Semester / 2025-2026

Date this description was prepared .4

(2023/2024)

5. Available Forms of Attendance

My presence in the classroom

6. Number of Hours (Total) / Number of Credits (Total)

Number of Academic Hours (Total)(30) / Number of Units (3)

7. Course administrator name (if more than one name mentioned)

Name: A.Eng. Kazem Al-Asadi's Appointment  
[alasadimoued79@gmail.com](mailto:alasadimoued79@gmail.com)

8. Course Objectives

- Introduce students to the concepts of modern advertising management and the structures of press, radio and television institutions.
- Developing students' abilities to develop advertising plans (strategic and tactical) for institutions and campaigns.
- Enable the student to understand the economics of advertising and how to manage human and financial resources in the digital environment.
- Providing the student with decision-making skills and solving administrative and professional problems within newsrooms and advertising offices.

**Course Objectives**

- Studying the methods of planning for the management of advertising crises and how to face them

**9. Teaching and Learning Strategies**

**Strategy**

- \* Theoretical aspect: Explaining the concepts of planning and management, and clarifying the difference between traditional management and management of modern media institutions.
- \* Scientific interaction: Activating students' participation when explaining the material and asking scientific questions about it as part of the evaluation process.
- \* Commitment to attendance: Obliging students to attend lectures allocating grades for attendance within the assessment.
- \* Assignments: Assigning students with assignments for the purpose of evaluation and knowing the scientific level in relation to the given subject.

**10. Course Structure**

Evaluation Method	Learning method	Unit Name or Subject	Required Learning Outcomes	Watches	The week
Participation, Discussion Exam,	Lecture in Person	Introduction to Management: Concept and Genesis	Developing theoretical skills	3	.1
Participation, Discussion Exam,	Lecture in Person	Administrative Schools: Stages of Management Development	Developing theoretical skills	3	.2

Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising Management Jobs	Developing theoretical skills	3	.3
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Contact & Advertising	Developing theoretical skills	3	.4
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising Communication	Developing theoretical skills	3	.5
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertisement	Developing theoretical skills	3	.6
Exam	<b>Lecture in Person</b>	Advertising Communication 1	Developing theoretical and applied skills	3	.7
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Financing, Production and Marketing in Advertising Organizations	Developing theoretical skills	3	.8
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Human Resource Management in Advertising Organizations	Developing theoretical skills	3	.9

Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising Communication 2	Developing theoretical skills	3	.10
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising crisis management planning	Developing theoretical and applied skills	3	.11
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Leadership and Decision-Making in Advertising	Developing theoretical skills	3	.12
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising Communications3	Developing theoretical skills	3	.13
Exam	<b>Lecture in Person</b>	Advertising Management Ethics and Legislation	Developing theoretical skills	3	.14
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	General practical applications and curriculum review	Developing theoretical and applied skills	3	.15
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Introduction to Planning	Planning	3	.16

Participation ,n Discussion Exam ,	<b>Lectur e in Perso n</b>	Advertising Planning: Types, Levels, and Importance	The concept of advertising planning and its historical development	3	.17
Participation ,n Discussion Exam ,	<b>Lectur e in Perso n</b>	Marketing mix	The role of advertising in the promotional mix	3	.18
Participation ,n Discussion Exam ,	<b>Lectur e in Perso n</b>	Advertising Planning	Advertising Planning Objectives	3	.19
Participation ,n Discussion Exam ,	<b>Lectur e in Perso n</b>	SWOT Analysis	Market Analysis in Advertising Planning	3	.20
Participation ,n Discussion Exam ,	<b>Lectur e in Perso n</b>	Who is your target audience?	Target Audience Study	3	.21

Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising Message	Advertising Message	3	.22
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising	Advertising Media	3	.23
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	What are advertising methods?	Choosing the Right Advertising Medium	3	.24
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Types of ad schedules	Media Scheduling	3	.25
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Advertising Finance	Advertising budget	3	.26
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Types of Advertising Planning	Campaign planning	3	.27

Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Effective Means of Evaluation and Measurement	Evaluate and measure ad effectiveness s	3	.28
Participation ,n Discussion Exam ,	<b>Lecture in Person</b>	Fundamentals of Ethics	Ethics and legal controls in advertising	3	.29
<b>Participation, Discussion, Exam</b>	<b>Lecture in Person</b>	Analysis of recent trends	Recent Trends in Advertising Planning	3	.30

### 10. Course Evaluation

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

\*60 marks of the final written exam.

\*40 marks for the student's pursuit.

A- 30 marks of the student's monthly exam.

B. 5 marks for daily oral participation during the lecture.

C. 5 degrees of attendance at the lecture.

### 11. Learning and Teaching Resources

Approved Advertising Institutions  
Management Board

Required Textbooks (Methodology  
and

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Main Reference

----	Recommended books and references (scientific journals (...reports
Websites for Studies on Media Management and Planning	References, Websites

<b>Fifth: Digital Media Literacy Course Description Form</b>	
<b>1. Course Name:</b>	
<b>Digital Media Literacy</b>	
<b>2. :Course Code</b>	
<b>DME</b>	
<b>3. Chapter/Year:</b>	
<b>Semester I &amp; II / 2025 - 2026</b>	
<b>4. :Description Preparation Date</b>	
<b>30/3/2025</b>	
<b>5. Available Attendance Formats:</b>	
<b>Presence</b>	
<b>6. Number of Hours (Total) / Number of Units (Total)</b>	
<b>90 Hours/2 Units per Semester</b>	
<b>7. Course Administrator Name:</b>	
<a href="mailto:saadalsade77@gmail.com">saadalsade77@gmail.com</a>	<b>Eng. Saad Idan Al-Saadi</b>
<b>8. Course Objectives:</b>	
<p style="text-align: center;"><b>Identify what media literacy is and its objectives.</b></p> <ul style="list-style-type: none"> <li>- <b>The ability to understand and interpret educational aids, and discover the values of their contents.</b></li> <li>- <b>The ability to provide critical opinions on media content, negatively or positively.</b></li> <li>- <b>Learn about other topics related to the topic of digital media literacy.</b></li> </ul>	
<b>9. Teaching and Learning Strategies:</b>	

1. Relying on the dual-visual display of textual material and images of communication media models.
2. Diversity of uses of the means of presenting the lecture in video, video and audio.
3. Activating participation in discussions by asking questions and answering while activating the scientific aspect

**10. Course Structure:**

**Chapter One**

<b>Evaluation Method</b>	<b>Teaching Method</b>	<b>Unit Name or Subject</b>	<b>Required Learning Outcomes</b>	<b>Watches</b>	<b>The week</b>
Discussion and visual display	Lecture Theory and Practice	Learn about education Digital Media	Learn about education Digital Media	3	01
Discussion and visual display	Lecture Theory and Practice	Definition of the concept of education Media	Learn about education Digital Media	3	02
Discussion and visual display	Lecture Theory and Practice	Why Media & Digital Literacy	Learn about education Digital Media	3	03
Discussion and visual display	Lecture Theory and Practice	Citizenship / Digital Citizenship / Global Citizenship	Learn about education Digital Media	3	04
Discussion and visual display	Lecture Theory and Practice	Political and Commercial Pressures on the Arab Media (Political Money Industry)	Learn about education Digital Media	3	05

<b>Questions and Discussion</b>	<b>Lecture Theory and Practice</b>	<b>Citizen Journalist</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>06</b>
<b>Discussion and visual display and exam</b>	<b>Lecture Theory and Practice</b>	<b>Sectarian Discourse and the Discourse of Violence, Hatred and Incitement</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>07</b>
<b>Discussion and visual display and exam</b>	<b>Lecture Theory and Practice</b>	<b>Practical Apps How to Create a Flickr Account</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>08</b>
<b>Discussion and visual display and exam</b>	<b>Lecture Theory and Practice</b>	<b>Framing theory</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>09</b>
<b>Discussion and visual display and exam</b>	<b>Lecture Theory and Practice</b>	<b>Practical and Scientific Applications for Browsing the Internet Advanced Search</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>10</b>
<b>Discussion and visual display and exam</b>	<b>Lecture Theory and Practice</b>	<b>Stereotyping/Stereotyping (Gender, Cultural Attitudes and Gender Ideologies)</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>11</b>
<b>Practical Application Discussion</b>	<b>Lecture Operation</b>	<b>Marketing / Sports Marketing as a Model</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>12</b>
<b>Discussion and visual display and exam</b>	<b>Lecture Theory and Practice</b>	<b>Practical Applications in Pixlr Photo Editing</b>	<b>Learn about education</b>	<b>3</b>	<b>13</b>

			<b>Digital Media</b>		
<b>,Discussion presentation and practical application</b>	<b>Lecture Operation</b>	<b>Newsroom Management (Difference Between Data and Information)</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>14</b>
<b>First Semester Exam</b>					<b>15</b>
<b>Chapter Two</b>					
<b>Evaluation Method</b>	<b>Teaching Method</b>	<b>Unit Name or Subject</b>	<b>Required Learning Outcomes</b>	<b>Watches</b>	<b>The week</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Media attribution: Refugee camp and IDP journalist (absolute humanitarian coverage followed by professionalism)</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>01</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Practical Applications in Image Critical Analysis</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>02</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Validation of statements by public figures</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>03</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Children are media material for political propaganda</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>04</b>

<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b> Blogging &amp; Blogging</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>05</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Ideology</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>06</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Practical Applications of Creating a Blog</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>07</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Theoretical Approaches to Media Ideology</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>08</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Media and Critical Thinking</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>09</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Video Writing, Editing and Editing Apps</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>10</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Scenario for Production</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>11</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Documentary Program</b>	<b>Learn about education</b>	<b>3</b>	<b>12</b>

			<b>Digital Media</b>		
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Video Writing, Editing and Editing Apps</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>13</b>
<b>Discussion and visual display</b>	<b>Lecture Theory and Practice</b>	<b>Video Writing, Editing and Editing Apps</b>	<b>Learn about education Digital Media</b>	<b>3</b>	<b>14</b>
<b>Exam</b>					<b>15</b>

<b>Sixth: Fundamentals of Graphic Design</b>	
<b>1. Course Name:</b>	
<b>Graphic Design Basics</b>	
<b>:Course Code .2</b>	
<b>GDDM</b>	
<b>3. Semester/Year:</b>	
<b>First Cour</b>	
<b>:Date of Publication of this Description .4</b>	
<b>2/9/2025</b>	
<b>1. Available Attendance Forms:</b>	
<b>Physical + Electronic (if needed)</b>	
<b>2. Number of Hours (Total) / Number of Units (Total):</b>	
<b>3 Hours / 3 Un</b>	

### 3. Name of the course administrator

**Name: Eng. Mustafa Razak Kazim** Email: [mustafa.razzaq@uowa.edu.iq](mailto:mustafa.razzaq@uowa.edu.iq)

### 4. Course Objectives

- ✓ Enabling students to understand the concept of digital advertising, its development, and its role in the modern communication system, while being aware of the differences between it and traditional advertising.
- ✓ Providing students with the ability to analyze digital advertising in terms of idea, message, target audience, and media used, in a way that enhances their critical thinking.
- ✓ Developing students' skills in planning and designing digital advertising campaigns using various digital platforms and technologies in line with the goals of the organization or brand.
- ✓ Introduce students to digital advertising tools and means, such as social media platforms, search engines, and interactive advertising, while understanding the mechanisms of performance measurement and interaction.
- ✓ Enhancing the practical aspect of students by linking theoretical aspects with practical practice, in a way that contributes to preparing them for the digital labor market and its renewed requirements.

Course Objectives

### 5. Teaching and Learning Strategies

- ✓ Theoretical lectures supported by practical examples.
- ✓ Class discussions and analysis of real-world case studies.
- ✓ Applied Projects (Short Reports and Research).
- ✓ Training in the use of quantitative methods for forecasting and decision-making.
- ✓ E-learning through digital resources and educational videos.

Strategy

## 6. Course Structure

Evaluation Method	Learning method	Unit Name or Subject	Required Learning Outcomes	Matches	The week
Oral Questions	Lecture + Discussion	Introduction to Graphic Design	Definition of Graphic Design, its Origin and Development, and its Role in Digital Advertising	3	1
	Lecture + re Examples	Application on Computer	practical	2	2
Short Report	Lecture + Participation	Graphic Design as a Means of Visual Communication	Understanding visual communication, the mechanism of conveying meaning in an image, the relationship between form and content, and the role of the designer in conveying the advertising message	3	3
		practical	practical	2	4
Duty	Lecture + Exercise	Graphic Design Elements	A detailed explanation of the basic design elements such as: point, line, shape, color, space, texture, and direction, with a description of the role of each element in	3	5

			<b>building the advertising design work</b>		
		<b>practical</b>	<b>practical</b>	2	<b>6</b>
<b>Duty</b>	<b>Lecture + Training</b>	<b>Foundations and principles of design</b>	<b>Address graphic design principles such as balance, contrast, rhythm, repetition, unity, harmony, and visual hierarchy, with applications to digital advertising</b>	3	<b>7</b>
		<b>Practical Lectures</b>	<b>Practical Lectures</b>	2	<b>8</b>
			<b>Exam</b>		<b>9</b>
<b>Duty</b>	<b>Lecture + Practical Examples</b>	Color in Design and Advertising	It focuses on color theory, the color wheel, the psychological and cultural connotations of colors, the use of color in advertising persuasion, and its impact on the recipient and consumer behavior.	3	<b>10</b>
			<b>practical</b>	2	<b>11</b>
<b>Duty</b>	<b>Lecture + Case Study</b>	For font and printing	It deals with the concept of calligraphy, its types, characteristics, the rules for its use in digital advertising, the relationship between font and image, and the impact of printing on the clarity of the message and its communicative power	3	<b>12</b>
		<b>practical</b>	<b>practical</b>	2	<b>13</b>
<b>Class Participation</b>	<b>Review + Exercises</b>	<b>Image and graphics in advertising design</b>	<b>Explain the role of photography and illustrations, the foundations of image selection, digital image processing, and their role in building meaning and persuasion in advertising</b>	3	<b>14</b>

		<b>practical</b>	<b>practical</b>	2	<b>15</b>
			<b>Second Month Exam</b>		<b>16</b>
<b>Duty</b>	<b>Lecture + Participation</b>	Composition and artistic direction	It focuses on the foundations of visual composition, the distribution of elements within the design space, the use of grids, and white space in digital design	3	<b>17</b>
		<b>practical</b>	<b>practical</b>	2	<b>18</b>
<b>Short test</b>	<b>Lecture + Exercise</b>	<b>Visual Identity and Brand</b>	<b>The concept of visual identity, its elements (logo, colors, fonts) deals with the role of graphic design in building a brand and consolidating its mental image</b>	3	<b>19</b>
		<b>practical</b>	<b>practical</b>	2	<b>20</b>
	<b>Lecture + re Training</b>	Graphic Design for Digital Advertising in Digital Platforms	<b>Explain the design specificity of digital advertising, content design for social media platforms, interactive advertising, and design requirements for different digital media</b>	3	<b>21</b>
		<b>practical</b>	<b>practical</b>	2	<b>22</b>
<b>Duty</b>	<b>Lecture + Discussion</b>	<b>Graphic Design Software</b>	It deals with the introduction of the most important design programs used in digital advertising such as: Adobe Photoshop – Illustrator – InDesign and clarifies the areas of use of each program	3	<b>23</b>
		<b>practical</b>	<b>practical</b>	2	<b>24</b>
			<b>First month exam</b>	2	<b>25</b>
<b>Report</b>	<b>Lecture +</b>	<b>The Basics of Digital</b>	<b>He focuses on the concepts of resolution, dimensions, color</b>	3	<b>26</b>

	<b>Case Study</b>	<b>Image Processing</b>	<b>schemes (RGB – CMYK), digital image formats, and final output quality.</b>		
		<b>practical</b>	<b>practical</b>	2	<b>27</b>
<b>Short Report</b>	<b>Review + Exercises</b>	<b>Creativity and innovation in graphic design</b>	<b>The concept of creativity deals with the stages of design thinking, the generation of visual ideas, and the role of innovation in distinguishing the advertising message</b>	3	<b>28</b>
		<b>practical</b>	<b>practical</b>	2	<b>29</b>
		<b>Critical Evaluation of Design Works</b>	<b>It focuses on the foundations of graphic design analysis and evaluation, reading visual messages, constructive criticism, and linking design to communication and marketing goals</b>	3	<b>30</b>
		<b>practical</b>	<b>practical</b>	2	
			<b>Second Month Exam</b>		

### 7. Course Evaluation

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

V. Preparation and Classroom Participation: 10 Marks

VI. Monthly Exam: 30 Marks

VII. Final Exam: 60 marks

**VIII. Total = 100 Points**

### 8. Learning and Teaching Resources

A Study on Graphic Design Prof. Dr. Ahmed Gamal Eid

Mohsen Printing House

**Required Textbooks**

Egypt 2014 Deposit Number 2014/26932 National Books and Documents House – Egypt	
A Study on Graphic Design by Prof. Dr. Ahmed Gamal Eid Mohsen Printing House Egypt 2014 Deposit Number 2014/26932 National Library and Archives – Egypt	<b>Primary References</b>
Foundations of Graphic Design, Understanding Cinema	<b>Recommended books and references</b>
Journals and Scientific Research Special Graphic Design and Digital Advertising	<b>References, Websites</b>

<b>Seventh:</b> Course Description Form for Principles of Advertising and Communication	
<b>1. Course Name:</b>	
<b>Principles of Advertising and Communication</b>	
<b>:Course Code .2</b>	
<b>PAC</b>	
<b>3. Semester/Year:</b>	
<b>First Course</b>	
<b>:Date of Publication of this Description .4</b>	

2/9/20

**5. Attendance forms available:**

Physical + Electronic (if needed)

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

2 Hours / 2 Units

**7. Name of the course administrator**

Assoc. Prof. Dr. Hussein Mohamed Ali Kashkool  
[hussain.ka@uowa.edu.iq](mailto:hussain.ka@uowa.edu.iq)

**8. Course Objectives**

- ✓ Providing the student with the basic concepts in marketing and advertising management and its importance in the media environment..
- ✓ Introduce the student to the characteristics and different types of advertising and marketing and their modern developments.
- ✓ Providing the student with the ability to understand and apply marketing and advertising strategies for products and services.
- ✓ Training the student on types. Marketing and advertising.
- ✓ Enable the student to learn about advertising and marketing development strategies, the quality of its design, and its role in competitive advantage.
- ✓ Providing the student with practical skills in how to promote through advertising and marketing practices.
- ✓ Preparing the student to face the challenges he faces in the work

Course Objectives

environment according to modern scientific foundations.

### 9. Teaching and Learning Strategies

- ✓ Theoretical lectures supported by practical examples.
- ✓ Class discussions and analysis of real-world case studies.
- ✓ Applied Projects (Short Reports and Research).
- ✓ Training in the use of quantitative methods for forecasting and decision-making.
- ✓ E-learning through digital resources and educational videos.

**Strategy**

### 10. Course Structure

<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit Name or Subject</b>	<b>Required Learning Outcomes</b>	<b>Watches</b>	<b>Tests</b>
Oral Questions	Lecture + Discussion	Introduction to Advertising Marketing Management	Recognize the historical and cognitive development of marketing science	2	1
Short test	Lecture + Examples	Advertising and Marketing Philosophy	Differentiate the goals and types of marketing and advertising	2	2
Short Report	Lecture + Participation	Marketing & Advertising Management Operations	Understanding Marketing Processes	2	3
Duty	Lecture + Discussion	Advertising and Marketing Strategies	Learn about the evolution of advertising and marketing strategies	2	4
Duty	Lecture + Exercise	Market Segmentation	Identify the concept and its types	2	5
Short test	Lecture + Case Study	Media Marketing Mix	4S Marketing Mix Recognition	2	6

<b>Duty</b>	<b>Lecture + Training</b>	<b>Advertising Environment</b>	<b>Familiarize yourself with the internal and external advertising environment</b>	2	<b>7</b>
<b>Monthly test</b>	<b>Lecture + Practical Exercise</b>	<b>Consumer Markets</b>	<b>Identify the concept of the consumer and its types</b>	2	<b>8</b>
<b>Short Report</b>	<b>Lecture + Discussion</b>	<b>Buying behavior</b>	<b>Understanding Consumers' Buying Behavior</b>	2	<b>9</b>
<b>Duty</b>	<b>Lecture + Practical Examples</b>	<b>Advertising Content</b>	<b>Identify marketing and advertising content for the advertising process</b>	2	<b>10</b>
<b>Short test</b>	<b>Lecture + Training</b>	<b>Advertising Product Cycle</b>	<b>Identifying the role of the life of the advertising product in five stages</b>	2	<b>11</b>
<b>Duty</b>	<b>Lecture + Case Study</b>	<b>Advertising Promotion</b>	<b>Identify the concept and types of advertising promotion</b>	2	<b>12</b>
<b>Report</b>	<b>Lecture + Training</b>	<b>Marketing Communications</b>	<b>Understanding the concept of marketing communications</b>	2	<b>13</b>
<b>Class Participation</b>	<b>Review + Exercises</b>	<b>Advertising mix</b>	<b>Understanding the advertising mix</b>	2	<b>14</b>
<b>final exam</b>	<b>My book</b>	<b>Exam</b>	<b>Final Exam</b>	2	<b>15</b>

<b>Short Report</b>	<b>Lecture + Examples</b>	<b>Distribution Channels</b>	<b>Understanding distribution channels and types</b>	2	<b>16</b>
<b>Duty</b>	<b>Lecture + Participation</b>	<b>Types of Advertising</b>	<b>Identify the types of advertising for the marketing process</b>	2	<b>17</b>
<b>Duty</b>	<b>Lecture + Discussion</b>	<b>Traditional Advertising Means</b>	<b>Understand what traditional means are</b>	2	<b>18</b>
<b>Short test</b>	<b>Lecture + Exercise</b>	<b>Modern Advertising Means</b>	<b>Understanding what modern means are</b>	2	<b>19</b>
<b>Duty</b>	<b>Lecture + Case Study</b>	<b>Advertising Message</b>	<b>Identify the marketing product's advertising message</b>	2	<b>20</b>
<b>Monthly test</b>	<b>Lecture + Training</b>	<b>Campaign planning</b>	<b>Learn about the marketing campaign planning process</b>	2	<b>21</b>
<b>Short Report</b>	<b>Lecture + Practical Exercise</b>	<b>Advertising budget</b>	<b>Learn about the advertising budget paragraphs of the marketing campaign</b>	2	<b>22</b>
<b>Duty</b>	<b>Lecture + Discussion</b>	<b>Public Relations</b>	<b>Identify the concepts of public relations for the marketing process</b>	2	<b>23</b>
<b>Short test</b>	<b>Lecture + Practical Examples</b>	<b>Direct Marketing</b>	<b>Understanding Direct Marketing and Its Types</b>	2	<b>24</b>

Duty	Lecture + Training	Social Media Advertising	Identify social media advertising	2	25
Report	Lecture + Case Study	Generations Marketing	Identify the types of marketing generations	2	26
Class Participation	Lecture + Training	Advertising and Artificial Intelligence	Identify AI programs in the advertising process	2	27
Short Report	Review + Exercises	Communication Types, Types and Models	Identify the concept of communication, its types and models	2	28
Duty	Lecture + Examples	Communication Elements	Identify the most important elements of communication	2	29
final exam	My book	Exam	Final Exam	2	30

### 9. Course Evaluation

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

IX. Preparation and Classroom Participation: 10 Marks

X. Monthly Exam: 30 Marks

XI. Final Exam: 60 marks

XII. **Total = 100 Points**

### 10. Learning and Teaching Resources

Marketing Management, Dr. Thamer Al-Bakri, 2024, Fourth Edition – Al-Memory for Publishing and Distribution.

**Required Textbooks**

A. Heizer, J. & Render, B., Operations Management.

B. Stevenson, W. J., Operations Management

**Primary References**

Marketing Management According to Marketing Generations, Dr. Yousef Hajim Al-Taie & Dr. Hussein Mohamed Ali Kashkol, 2024, First Edition	<b>Recommended books and references</b>
Scientific journals and researches related to marketing and advertising management.	<b>References, Websites</b>

<b>Eighth: Media Language Course Description Form</b>	
<b>1. Course Name</b>	<b>Media Language</b>
<b>Course Code .2</b>	<b>LNG</b>
<b>Semester/Year .3</b>	<b>2025-2026</b>
<b>Date of preparation of this description .4</b>	<b>15\12\2025</b>
<b>5. Available forms of attendance</b>	<b>Presence</b>
<b>Total number of study hours .6</b>	<b>60</b>
<b>7. Name of the course administrator</b>	<b>Assoc. Prof. Dr. Saleh Majeed Al-Khazraji</b>
<b>8. Course Objectives</b>	<ol style="list-style-type: none"> <li><b>1. Introduce the student to the concept of media language and the importance of practicing it in digital media.</b></li> <li><b>2- Increasing the student's ability and raising his linguistic and cultural abilities that qualify him for media work.</b></li> <li><b>3- Culture, knowledge, awareness, and speaking the language of media are among the most important things that make a successful media person and help him form a sound opinion that is accepted by the public, as well as it makes the digital media student confident in himself regardless of the circumstances, place and time</b></li> </ol>

**4- The media language provides the student with skills that help him to perform his duty in the required way.**

**5 - The skill of communicating with the community in social media sites and public life through his knowledge of the characteristics and qualities of the media language.**

### **9. Teaching and Learning Strategies**

**1. Demonstrate professional responsibility in work by benefiting from previous historical experiences objectively to give interactive value in practice.**

**2- Demonstrate the ability to think critically constructively, solve problems by relying on and benefiting from past experiences.**

**3. The ability to work in groups, cooperation and teamwork.**

**4- Ability to manage time optimally**

### **10. Course Structure**

Evaluation Method	Learning method	Unit Name	Learning Outcomes	Watch	The
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Multiplicity of Language Concepts Contemporary.	The student learns	2	1
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Media language. Concept and Functions	The student should get to know	2	2
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	The Impact of the Press on Language Renewal.	To understand the student	2	3
Electronic, Written and Oral Exam and	Lectures and discussion in person	Comparison between the language of	The student should show	2	4

Direct Questions		science and media.			
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Practical application of media method	The student should clarify	2	5
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Muthanna	The student should be aware	2	6
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Plural of the masculine	<b>To know the student</b>		
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Prohibited from disbursement	The student should get to know	2	8
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Confined Name	The student should be aware	2	9
Electronic, Written and Oral Exam and Direct Questions			Written Exam	<b>2</b>	<b>10</b>
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Missing Name	To understand the student	<b>2</b>	<b>11</b>
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically according to the general circumstances	Plural of the feminine	The student should clarify	2	12
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically according to the general circumstances	Practical Applications	To explain to the student	2	13

Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically according to the general circumstances	First Semester Exam		2	14
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically according to the general circumstances	The Impact of Media on Language Renewal	The student should show	2	15
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically, depending on the	The Impact of Media on Language Enrichment	To know the student	2	16
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically according to the general circumstances	The standards that a journalist should observe, especially in the field of language.	The student should clarify	2	17
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person or electronically according to the general circumstances	The beginner and the informant.	The student should show	2	18
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	He and her sisters	The student should clarify	2	19

Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	The language of news in radio and television	The student should be aware	2	20
	Presence		First Month – Exam Second Semester	2	21
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Rhetorical Applications in Media Texts	To know the student	2	22
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Metaphor	The student learns	2	23
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Significance in the media language	The student should be aware	2	24
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	Common language mistakes in the media	To know the student	2	25
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	<b>Metonymy</b>	The student learns	2	26
Electronic, Written and Oral Exam and Direct Questions	Lectures and discussion in person	<b>Significance in the media language</b>	The student should be aware	2	27

### Ninth: Media Psychology Course Description Form

Warith Al-Anbiya University	1. Educational Institution
Advertising & Marketing Communication Section	2. Scientific Department/Center
Media Psychology	3. Course Name/Code
Mandatory	4. Available Forms of Attendance

Eng. Alhassan Neama Abdel Karim	5. Name of the Subject Teacher
2026-2025	Semester/Year .6
30	Number of Hours (Total) .7
/ 12 /152025	Date this description was prepared .8

9. Course Outcomes, Teaching, Learning and Assessment Methods

A. Cognitive Objectives

- A1. Defines the concept of media psychology
- A2. Recognizes the importance of media psychology
- A3. Define Functions Media Psychology Jobs
- A4. Identify the objectives of media psychology

b. Skill objectives of the course.

- B1 – Acquire media psychology experiences and skills
- B2 – Identify the role of media psychology in media organizations
- B3 – The student acquires practical and scientific skills that help him to perform the required duties

Teaching and Learning Methods

- 3- Scientific Lecture Method
- 4- Discussion method by asking questions to students and participating in the lecture

Evaluation Methods

- Daily oral testing
- The test is short
- Monthly Exam
- Final Exam

C. Emotional and Values Goals

A1- Demonstrate professional responsibility at work by benefiting from previous historical experiences

C2- Demonstrate the ability to think critically constructively, solve problems by relying on and benefiting from past experiences.

C3- The ability to work in groups and collaborate in groups

C4- Optimal time management ability

d. Transferable general and qualifying skills (other skills related to employability and personal development).

D1- Enables the student to be a successful media writer

D2. Self-learning ability

D3. Possess realistic experiences with perceptual perceptions.

D4. Develop reporter skills.

10. Course Structure					
Evaluation Method	Teaching Method	Module Name / or Subject	Required Learning Outcomes	Watches	The week
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Media Psychology and its Relationship with Other Branches of Psychology	The student should learn the concept of media psychology	2	1
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Social Psychology: Its Importance and Objectives	The student should learn about the importance of psychology and its goals	2	2
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	The nature and objectives of sociology Psychology and its objectives	The student should understand the nature of psychology and its goals	2	3

,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	The Relationship between Social Psychology and the Media	The student shows  The Relations hip between Social Psycholog y and Media	2	4
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	The Psychology of Reading Media	Explain to the student the role of the psycholog y of reading media	2	5
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Psychology of Audiovisual Media	The student should be aware of the importanc e of the psycholog y of audiovisu al media	2	6

,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	The Psychological Effects of the Internet	To show the psycholog ical effects of the Internet	2	7
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	The psychological effects of journalism	The student should learn about the psycholog ical effects of journalism	2	8
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Psychological and Social Characteristics of the Press	The student should be aware of the psycholog ical and social characteri stics of journalism	2	9
,Electronic Written and Oral Exam and	Lectures and discussion in person	Psychological Structure and Organization of the Media Message	The student should demonstr ate the psycholog	2	10

Direct Questions			ical structure of the media message		
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Persuasion Strategies	To familiarize the student with persuasion strategies	2	11
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Persuasion in the Media	Student Explains Persuasion in Media	2	12
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Communication and Communication in Social Psychology	Explain to the student Communication and Communication in Media Psychology	2	13

,Electronic Written and Oral Exam and Direct Questions	Lectures, review, and discussion in person	The Impact of the Media in the Formation of Frameworks and Beliefs	We make sure that the student understands the prescribed material before the exam	2	14
Chapter 1 Exam					15
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Social Communication and Interpersonal Relationships	To show the student social connection and environmental relations	2	16
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Sociological Features of the Communication Media Audience	The student should know the characteristics of sociology for the media audience	2	17

,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Language in Media Psychology	The student clarifies language in media psycholog y	2	18
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Influence and influence between language and media	The student demonstr ates the influence and influence between language and the media.	2	19
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Media and Individual Differences of Audience Elements	The student should explain the media and individual difference s to the audience	2	20
,Electronic Written and Oral	Lectures and discussion in person	Media & Social Relations	The student is aware of the media	2	21

Exam and Direct Questions			and social relations		
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Persuasive Communication Psychology Psychosocial Model	The student demonstrates the psychology of persuasive communication and the model	2	22
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	The Concept of the Audience - Its Sociological Features and Social Differentiation Social Interaction	The student explains the concept of the audience, sociological features, and social differentiation.	2	23
,Electronic Written and Oral Exam and	Lectures and discussion in person	Psychological Stress in Media Work – Types and Theories of	The student should be familiar with the psycholog	2	24

Direct Questions		Psychological Stress	ical pressures in media work		
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Indicators of Media Work Pressures	The student should be aware of the indicators of media work pressures	2	25
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Psychological burnout among media professionals	Explains to the student the psychological penetration of media professionals	2	26
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Leadership and Management in Social Psychology	The student should demonstrate the role of administrative leadership in the	2	27

			social media psyche		
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Basic Skills of a Media Leader (Traits and Duties)	The student should understand the basic skills of a media leader.	2	28
,Electronic Written and Oral Exam and Direct Questions	Lectures and discussion in person	Comprehensive Review	The student should clarify all of the above in a quick and understandable way to retrieve the information	2	29
Electronic, Written and Oral Exam and Direct Questions		Second month exam		2	30

11. Infrastructure	
None	1 Required Textbooks
Dr. Hani Al-Gazzar - Media Psychology Introduction to Global Sociology Dr. Amal Dakkak and Dr. Ahmed Al-Safar	2 Main References (Sources)

12. Curriculum Development Plan: Keeping pace with the scientific development and the use of modern methods in media study, pointing out the sites of weakness, applying the basics of comprehensive quality management

Tenth: Course Description Form Media Editing
. Course Name:
<b>Digital Media Editing</b>
:Course Code .
DME
Chapter/Year:
2025 – 2026 Annual
:Description Preparation Date
29\12\2025

. Available Attendance Formats:	
Presence	
Total Hours / Total Number of Units	
90 Hours/ 2 Units per Semester	
:Course Administrator Name	
Eng. Hazem Fadel Abbas Abu Sakhr	Hazim.fa@uowa.edu.iq
Course Objectives:	
<ol style="list-style-type: none"> <li>1. Introduce students to the concept of digital media editing, its characteristics and functions in the digital environment.</li> <li>2. Distinguishing the main differences between traditional media editing and digital media editing in terms of style, structure, and requirements of the platform and the audience in terms of editing and constructing</li> <li>3. Enable students to understand the characteristics of digital media text in the contexts of advertising and digital marketing communication/communication.</li> <li>4. Develop short digital content writing skills and formulate clear and concise communication messages.</li> <li>5. Training students to edit headlines and write texts accompanying advertisements and digital publications in order to achieve attractiveness and accuracy as well as other media</li> <li>6. Providing students with practical application skills by producing digital content models that suit the nature of different platforms.</li> <li>7. Prepare students with knowledge and skills to move to later specialized courses in digital writing, advertising and digital marketing.</li> <li>8. Familiarity with field news coverage techniques – Understanding fieldwork techniques and photo reporting.</li> <li>9. Critically analyze news and media reports and evaluate the quality of news, understand its construction, and editing.</li> </ol>	
1. Teaching and Learning Strategies:	
1. Project-Based Learning – Preparing news and news reports written or photographed as applied projects.	

2. Experiential Learning – Writing, editing, and organizing field visits to media organizations.
3. Problem-based learning – analyzing complex news scenarios and verifying information.
4. Collaborative learning – work in teams to create newsletters, discuss daily news, and write ad headlines.
5. Technology-based learning – using social media software, tools, and Moodle software
6. Self-learning and self-assessment – Follow and critically analyze news and content while creating personal achievement profiles.
7. Interaction-based learning and practice – training for editing and covering live events.
8. Discussion-Based Learning – Studying Controversial News and Analyzing the Impact of the Media (Brainstorming)

## 2. Course Structure:

### Chapter One

Evaluation Method	Teaching Method	Unit or Subject Name	Required Learning Outcomes	Weeks	The week
Just theoretical	Theoretical and practical lecture	The concept of digital media editing	1. Knowledge of the concept of digital media editing	3	01

			<p>The Relationship between the Elements of the Communication Process and Media Editing Stages of Editing the Media Material</p> <p>The concept of news and its definitions</p> <p>– Understanding the nature of media news, and identifying its different definitions in .the media</p>		
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<p>Just theoretical .</p>	<p>Theoretical and practical lecture</p>	<p>Characteristics and Stages of Media Editing</p>	<p>The Relationship between the Elements of the Communication Process and Media Editing Stages of Editing the Media Material Media Editing Characteristics</p>		<p>02</p>
<p>Discussion, Presentation, Analysis and Criticism of a News Bulletin</p>	<p>Theoretic al and practical lecture</p>	<p>Stages of the development of news in the media</p>	<p>Stages of .2 news development in the media – An analysis of the evolution of news throughout history and its role in traditional and digital .media</p>	<p>3</p>	<p>03</p>

<p>Discussion and visual display</p>	<p>Theoretic al and practical lecture</p>	<p>Technical and Professional Advantages of News in the Media Comparison</p>	<p>Technical .3 and Professional Advantages of News in the Media (Comparison) – Comparison between the technical and professional characteristics of news in the print press, radio and .television</p>	<p>3</p>	<p>04</p>
<p>Discussio n</p>	<p>Theoretic al and practical lecture</p>	<p>The news in radio and television</p>	<p>Identify the methods of presenting news in audio-visual media, and understand the differences .between them</p>	<p>3</p>	<p>05</p>

Discussion and training work	Theoretic al and practical lecture	Radio and television news sources	Radio and Television News Sources – Identify radio and television news sources and assess their .credibility	3	06
Practical applicatio n to news	Practical Lecture	News Articles	News Values Analyzing News Values and Their Importance in Building News	3	07
Discussio n	Theoretic al and practical lecture	Templates and Forms in Media News Editing	Differentiate between different editorial templates such as the inverted pyramid	3	08
	Theoretic al and practical lecture	Specifications and elements of audio and visual news)	Elements of Audio and Visual News		09

			Specifications and elements of audio and visual (news		
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Practical application in the studio	Practical Lecture	Technical and technical elements of radio and television news	Technical and technical elements of radio and television news – Understanding the role of editing and audiovisual techniques in improving news quality	3	10
Practical Application	Practical Lecture	The picture in the TV news and practical applications and views	Image in TV News, Practical Applications and Views – Analyzing the Role of	3	11

			Image in Conveying News and Conducting Practical Applications		
Discussion and training work	Theoretic al and practical lecture	Introductions and Introductions in the News	Master writing attractive and concise introduction s that attract Listener and viewer .attention	3	12
Discussion and training work	Theoretic al and practical lecture	Digital Content Characteristi cs	Content characteristi cs in social media Apply the Who, What, " When, Where, Why, and How"		13

			rule in digital news editing		
Discussion and training work	Theoretic al and practical lecture	Digital address and function	Digital address (concept and function) Types of Digital Addresses Image accompanying text Video Text Digital Post Writing (Post/Caption) Appropriate length for digital text	3	14
First Semester Exam					15
Chapter Two					
Evaluation Method	Teaching Method	Unit or Subject Name	Required Learning Outcomes	Watche s	The wee k

<p>Theory of discussion, presentation of a program, analysis and criticism</p>	<p>Theoretic and practical lecture</p>	<p>Meet the News Editorial Room</p>	<p>Understand how the newsroom works in radio, television, and agencies, and the roles of editors and reporters in it.</p> <p>Learn about the structure of the TV newsroom, and how to coordinate .video reports</p>	<p>3</p>	<p>01</p>
<p>Theory of discussion, presentation of a program, analysis and criticism</p>	<p>Theoretic and practical lecture</p>	<p>Report and Types</p>	<p>What is the report and what is its difference from the news and what are its types</p>	<p>3</p>	<p>02</p>

Theory of discussion, presentation of a program, analysis and criticism	Theoretical and practical lecture	Press & Digital Report	What is a journalistic and digital report and how is it written and edited	3	03
Theory of discussion, presentation of a program, analysis and criticism	Theoretical and practical lecture	TV Report	What is a TV report and how is it written and edited	3	04
Theory of discussion, presentation of a program, analysis and criticism	Theoretical and practical lecture	Radio Report	What is a radio report and how is it written and edited	3	05
Discussion, presentation, analysis and criticism of a program	Theoretical and practical lecture	Criticism and Analysis	Visual presentation of 'students productions of television reports	3	06

			and their criticism		
Discussion, presentation, analysis and criticism of a program	Theoretical and practical lecture	Digital Report	Digital Report	3	08
		Using Artificial Intelligence in Writing a Press Release	,Using AI to write analyze and choose headlines		09
		Using Artificial Intelligence to Write the News Report	Using Artificial Intelligence to Write, Analyze and Pick Headlines		08
Practical application in the studio	Theoretical and practical lecture	Attribution and Documentation in the News	6. Use of reliable sources and documentation Information according to journalistic standards	3	09

				3	07
Discussion and A visual presentation and an exam	Theoretical and practical lecture	Practical Apps & Observations	Practice .8 preparing and evaluating news and field reports .in practice	3	08
Discussion and and visual display	Theoretic al and practical lecture	News paragraphs and parts (Introduction, Body, and Conclusion)	Analyzing .9 the structure of the news and writing the news in a professional .manner	3	09
Discussion	Theoretic al and practical lecture	The collection of links in the news and the archival information in it	Use transitional links and archival information to enhance news .content	3	10

	Theoretic al and practical lecture	Fake News Detection and Reporting Tools	Fake Content Detection and the Best Fake News and Reporting Tools		11
Practical Application	Lecture Operatio n	Types of News Coverage, Views and Practical Applications	.14 Distinguish between types of news coverage such as live and analytical, with practical applications	3	12
Practical application in the studio	Practical Lecture	Technical and technical elements of radio and television news	Technical .12 and technical elements of radio and television news – Understanding the role of editing and audiovisual	3	13

			techniques in improving news quality	
Practical application in the studio	Practical Lecture	Practical Applications	Presentation and analysis of students' projects	14
Second Semester Exam				15
3. Course Rating:				
<ul style="list-style-type: none"> <li>• Preparation and daily attendance.</li> <li>• Daily, quarterly exams and final exams.</li> <li>• Participate, discuss, and question within the classroom.</li> <li>• Practical commissioning and preparation of reports, news or research papers.</li> </ul>				
13. Teaching and Learning Resources:				
There is no textbook and lectures are made according to vocabulary			Required textbooks (methodology if available)	
1. Writing and editing of news under the supervision of Dr. Mohammed Al-Omar.			Main Reference(s)	

<p>Preparation and editing of radio and television news – Author: Dr. Abdullatif Hamza.</p> <p>2. Al-Khobar in Radio and Television: Editing and Presenting – Author: Dr. Hassan Emad Makkawi.</p> <p>3. News Editing in the Media – Author: Dr. Farid Ayoub.</p> <p>4. Farouk Abu Zeid</p> <p>5. <i>Writing and editing of news</i> under the supervision of Dr. Mohammed Al-Omar.</p> <p><i>and others</i></p>	
<ul style="list-style-type: none"> <li>• Arab Journal of Media and Communication.</li> <li>• Journal of Mass Communication Research.</li> <li>• Journal of Media Studies.</li> </ul>	<p>Recommended books and references (scientific journals, reports)</p>

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## 11. Evaluation of the Course

**Distribution of the score out of 100 according to the tasks assigned to the student such as daily preparation and daily, oral and monthly exams**

**and editorial and reports... etc.**

**20 marks for the first semester (10 theoretical and 10 practical)**

**20 (Grade on the second semester) 10 theoretical and 10 practical**

**60 marks on the final exam**

## 12. Learning and Teaching Resources

	<b>Ministry of Higher Education and Scientific Research Curriculum</b>
<ul style="list-style-type: none"><li>• BBC Academy )BBC Academy – offers free courses in radio and television journalism.</li><li>• Al Jazeera Media Institute –</li></ul>	Electronic References and Websites

offers  
workshops  
and courses  
on news  
coverage  
and news  
drafting.

- Course  
ra Platform  
)Coursera –  
Courses in  
Journalism  
and Media  
from  
International  
Universities.

Edraak Platform –  
Specialized  
courses in digital  
and radio media.

<b>XI: Computer Course Description Form 1</b>	
<b>13. Course Name</b>	<b>Computer 1</b>
	<b>Course Code .14</b>
<b>CS1</b>	
	<b>Chapter and Year .15</b>
<b>2025-2026</b>	
<b>16. Date of preparation of this description</b>	<b>Tuesday, December 02, 2025</b>
<b>17. Available Forms of Attendance</b>	<b>Presence</b>
<b>18. Total number of study hours</b>	<b>90 Hours of Study</b>
<b>19. Course administrator name</b>	<b>Assoc. Prof. Dr. Iyad Hamid Moussa</b>
<b>20. Course Objectives</b>	<p><b>General Objectives of the Course:</b></p> <ol style="list-style-type: none"> <li><b>1. Computer illiteracy: Introducing students to the basic components of a computer (physical and programmatic) and how it works.</b></li> <li><b>2. Mastering Office Software: Enabling the student to use the Office package professionally in his/her specialization (especially Word, PowerPoint, and Excel).</b></li> </ol>

- 3. Internet and Research Skills:** Train students to use the Internet effectively in scientific research and gather reliable information.
- 4. Email Handling:** Master sending and receiving email and managing official attachments and correspondence.
- 5. Cybersecurity and Awareness:** Introduce students to the dangers of the internet (hacking, fraud) and how to protect their data and devices.
- 6. Cloud storage:** Use cloud storage platforms (such as Google Drive and OneDrive) to save and share files.
- 7. Application in the Specialization:** Employing computer skills to accomplish the tasks of their academic specialization (e.g., reporting and presentations).

#### **Detailed Knowledge and Skill Objectives:**

##### **First: Cognitive Goals (Knowledge and Understanding)**

- 7. Explains the basic components of a computer system (hardware and software).**
- 8. It differentiates between different types of operating systems and their functions.**
- 9. Recognizes software and application classifications.**
- 10. It describes how the Internet works and its associated services.**
- 11. Enumerates cybersecurity risks and basic protection methods.**
- 12. He understands the concept of cloud storage and its importance in data preservation.**

##### **Second: Skill Objectives (Practical Application)**

- 1. Windows (or others) is used to manage files and folders.**
- 2. Prints, edits, and outputs documents in professional formats using Microsoft Word.**
- 3. Designs integrated presentations using Microsoft PowerPoint (with images, video, and infographics inserted).**
- 4. Creates simple spreadsheets and analyzes data using Microsoft Excel (basic calculations, graphs).**
- 5. Actively searches for information online using search engines (such as Google) and advanced search techniques.**
- 6. Communicates via email professionally (send, receive, attach files, organize mail).**
- 7. It uses cloud storage platforms (Google Drive - OneDrive) to save files and share them with others.**

## 21. Teaching and Learning Strategies

### First: The Role of the Teacher

1. **Brief theoretical explanation:** Present the basic concepts in a simplified manner while avoiding technical complexities.
2. **Live hands-on presentation:** Use the data show to illustrate step-by-step practical steps.
3. **Group Application:** Guiding students during the practical application in the lab and following up on their performance individually.
4. **Feedback:** Correcting errors as they occur and providing immediate feedback to students.
5. **Problem solving:** Helping students overcome technical issues they encounter during application.

### Second: The Role of the Student

6. **Direct Practical Application:** Perform exercises on the computer immediately after the teacher's explanation (learn by doing).
7. **Collaborative learning:** Working in small groups to solve exercises and share experiences.
8. **Individual projects:** Accomplish practical tasks (e.g., write a report, prepare a presentation) and submit them for evaluation.
9. **Self-Learning:** Explore additional tools on your own and apply them to content that you specialize.
10. **Self-evaluation:** Comparing the results of his/her work with the models provided by the teacher to assess his/her level

## 22. Course Structure

### Chapter One

Evaluation Method	Learning method	Unit Name	Learning Outcomes	Number of hours	Week Number
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a	<b>Introduction to Computer</b>	<b>Definition of the computer, its importance, and its uses in daily life</b>	3	.31

	practical application		and different disciplines		
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Computer Components (1)</b>	<b>Hardware : Processing Unit, Memory, I/O</b>	3	.32
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Computer Components (2)</b>	<b>Software : Operating Systems and Application Software</b>	3	.33
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Operating Systems</b>	<b>Learn about Windows, Desktop, File &amp; Folder Management</b>	3	.34

Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Internet and Computer Networks</b>	The concept of networks, their types, how the Internet works	3	.35
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Web Browsers</b>	Use of web browsers, bookmark management, settings	3	.36
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Effective Internet Search</b>	Search Engines, Advanced Search Techniques, Resource Evaluation	3	.37
Electronic Written , and Oral Exam and	Lectures and discussion in person with a	<b>Email (1)</b>	Create an account, send and receive messages	3	.38

Direct Questions	practical application				
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Email (2)</b>	Attachment of files, organization of mail, general etiquette of correspondence	3	.39
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Cloud Storage (1)</b>	Introduction to Google Drive: Uploading and organizing files	3	.40
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Cloud Storage( 2)</b>	File Sharing, Controlling Permissions, Teamwork	3	.41
Electronic Written ,	Lectures and	<b>Cybersecurity (1)</b>	Cybersecurity Concept,	3	.42

and Oral Exam and Direct Questions	discussion in person with a practical application		Common Threats (Viruses, Hacking)		
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Cybersecurity (2)</b>	Strong passwords, cyber fraud protection	3	.43
Electronic , Written and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Overview</b>	Summarizing the most important concepts of the first chapter	3	.44
First Semester Exam Practical + Theoretical + Student Evaluation					<b>45.</b>
<b>Chapter Two</b>					
<b>Evaluation Method</b>	<b>Learning method</b>	<b>Unit Name</b>	<b>Learning Outcomes</b>	<b>Number of hours</b>	<b>Week Number</b>

Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Introduction to Microsoft Office</b>	Identify Office Package, FAQs, Open & Save	3	.46
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Word Processing (1)</b>	Create a document, format texts (font, size, color)	3	.47
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Word Processing (2)</b>	Insert images, tables, shapes	3	.48
Electronic Written , and Oral Exam and	Lectures and discussion in person with a	<b>Word Processing (3)</b>	Page formatting, margins, printing, saving in	3	.49

Direct Questions	practical application		different formats		
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>PowerPoint Presentations (1)</b>	Create a presentation, add slides, choose templates	3	.50
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>PowerPoint Presentations (2)</b>	Insert text, images, video, graphs	3	.51
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>PowerPoint Presentations (3)</b>	Motion effects, transitions, presentation preparation	3	.52

Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Excel Spreadsheets (1)</b>	Introduction, Program Interface, Data Entry	3	.53
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Excel Spreadsheets (2)</b>	Simple Calculations (Addition, Subtraction)	3	.54
Electronic Written , and Oral Exam and Direct Questions	Lectures and discussion in person with a practical application	<b>Excel Spreadsheets (3)</b>	Base Functions (SUM, AVERAGE), Table Format	3	.55
and the discussion in person	and the discussion in person	<b>Excel Spreadsheets (4)</b>	Create simple charts	3	.56

and the discussion in person	and the discussion in person	<b>Advanced Internet Applications</b>	Google Forms, Zoom/Meet	3	.57
and the discussion in person	and the discussion in person	<b>Student Projects</b>	Work on applied projects that integrate acquired skills		<b>58.</b>
Second Semester Exam Practical + Theoretical + Student Evaluation				3	.59
<b>Final Exam</b>					<b>60.</b>

#### **Notes:**

**Theoretical lectures are interspersed with practical applications on a weekly basis**

**Students are assessed through: class participation, assignments, a semester project, and exams**

#### **23. Course Evaluation**

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

**20 (Grades on the first semester) 15 theoretical and 5 practical**

**20 (Grade on the second semester) 15 theoretical and 5 practical**

**Annual Pursuit Score of 40 and 60 Marks on Final Exam**

#### **24. Learning and Teaching Resources**

- 4. The Book of the Basics of Artificial Intelligence and its Applications in Media**
- 5. Generative AI: From Concept to Application**
- 6. Applications of Artificial Intelligence in Journalism and Digital Media**



