



Ministry of Higher Education
and Scientific Research
University of El Kuthub (E)
Faculty of Media – Department of Digital Media
Quality Assurance and Academic Accreditation Unit

Academic Program Description and Study Plan – Faculty of Media, Department of Digital Media 2026-2027



Minutes of Approval of the Academic Program Description Guide and Course
Specification for the College of Media - Digital Media Department (2026-2027)

University Name: Warith Al-Anbiyaa College:
Media Academic and Professional Program
Name: Bachelor's in Digital Media Study
System: Annual Date of Description
Preparation: 2026/10/15 Date of Description
Completion: 2026/10/17

Signature:
Name of the Scientific Assistant Dean:
A.M.D. Abdul Majeed Al-Khatib Date:
2026/10/17

Signature: Head of Department
Name: A.M.D Hussein Mohammed Ali
Kashkool Date: 2026/10/17

M.D
Mohammed Jamal Al-Tayyif

Dean /
Acting

2026 / 10 / 17

The file was verified by the Quality Assurance and University
Performance Division Name of the Director of the Quality
Assurance and University Performance Division: M.M. Haider Khalil
Ibrahim Date: 2026/10/17



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5751



Information about the department

3	Number of administrators in the department	1
11	Number of faculty members	2
6	Number of lecturers	3
–	Number of first–year students (morning session)	4
–	Number of first–year students (evening)	5
17	Number of students in the second stage (morning)	6
23	Number of students in the second stage (evening)	7
26	Number of students in the third stage (morning)	8
23	Number of students in the third stage (Evening)	9
29	Number of fourth–year students (morning session)	10
118	Total number of students	

1-Program Vision

Leadership and excellence locally, regionally, and within the Arab world in the field of digital media, through building an integrated educational and research system based on technological innovation and digital transformation, and contributing to preparing specialized cadres capable of producing, managing, and analyzing digital content with high efficiency, keeping pace with rapid technological developments and meeting the requirements of the digital labor market and sustainable development..

2- Program Message

The Digital Media Department seeks to prepare qualified scientific and professional individuals specializing in the fields of digital media and communication, possessing advanced theoretical knowledge and technical skills, and capable of producing, managing, and analyzing digital content according to professional and ethical standards, keeping pace with rapid digital transformations and meeting the needs of the labor market at the local and regional levels..

This is achieved through:

1. Training digital media leadersEquipped with modern technological knowledge and skills in managing institutions and digital platforms, in line with the requirements of the Iraqi, Arab and international labor market..
2. Creating an advanced digital learning environmentModern technological infrastructure contributes to preparing digital media professionals capable of providing high-quality, professional digital content that serves the community..
3. Developing postgraduate studies in digital media disciplinesAnd to promote digital scientific research, while preparing qualified teaching staff who contribute to the production of digital knowledge.
4. Adopting advanced scientific methods, both theoretically and practicallyKeeping pace with developments in digital media, artificial intelligence, digital data analytics, and multi-platform content creation.
5. Establishing a culture of quality and academic accreditationBy preparing qualified personnel capable of applying quality assurance standards and evaluating institutional performance in education and scientific research in the field of digital media..

3- Program Objectives

The Digital Media Department program aims to achieve the following objectives:

1. Preparing graduates who are scientifically and professionally qualifiedThey possess theoretical knowledge, technological skills, and professional and ethical values in the fields of media and digital communication, meeting the requirements of the local, Arab, and international labor market..

2. Developing creative and innovative abilities Students have the skills to produce, manage, and analyze digital content, which contributes to supporting digital transformation and achieving the requirements of sustainable development..
3. Promoting a culture of digital scientific research In accordance with rigorous academic standards and contemporary research trends in digital media, and to encourage students to conduct applied research related to the digital environment..
4. Building strategic partnerships with digital media institutions Digital communication platforms, and linking the program to the community through digital initiatives and projects that contribute to serving the community and enhancing digital awareness..

4- Program accreditation

Under construction

5- External influences The other

no

6- Program structure

comments	Percentage	Study unit	Number of courses	Program structure
	3.8	6	3	Institutional requirements
	48.1	90	38	College requirements
	48.1	90	38	Department requirements
	/	/	/	Summer training
	/	/	/	Other

7- Program Description

Approved aid		Course name	Course code	Year/Level
	theoretical	Media language 1	lng	2026-2027First stage
	theoretical	Media psychology	psy	
practical	theoretical	Information Technology Fundamentals	ITF	
practical	theoretical	News and electronic report	news	
	theoretical	Human rights and democracy	hrad	
	theoretical	Media language inCLizia 1	mle	
	theoretical	Applied Statistics and Data Analysis	ASDM	
practical	theoretical	Graphic design for media	gddm	
	theoretical	Digital Media Literacy	dme	

	theoretical	Crimes of the B Partymoth	crmes	2026-2027Phase Two
	theoretical	Media Language 2	Lng2	
practical	theoretical	Graphics and animation	GAD	
	theoretical	Contemporary international issues	CH	
practical	theoretical	Digital editing	DEIC	
practical	Look	Communication theories in the digital environment	CTDE	
	theoretical	Media languageEnglish2	MLE2	
practical	theoretical	Delivery and presentation	DAP	
practical	theoretical	Principles of Computer Networks	CNF	
practical	theoretical	Digital technologies	DT	
practical	theoretical	Programming basics	fghj	2026-2027 Phase Twogum
	theoretical	Media ethics and legislation	SDRT	
	theoretical	Media discourse analysis	BGHU	
	theoretical	Media research methodologies	WSR	
	theoretical	public opinion	VGTY	
	theoretical	Advanced Media Language in English	KMIU	
practical	theoretical	investigative reports	RFTUN	
practical	theoretical	Website design	FDRE	
practical	theoretical	Mobile and data journalism	MDJ	
practical	theoretical	Photography and video techniques	YHUN	
practical	theoretical	Multimedia design and editing	MMD	2026-2027 Phase Four
	theoretical	Electronic Public Relations	EPR	
practical	theoretical	Online advertising	EAD	
	theoretical	Cybersecurity in English	CSY	
practical	theoretical	Social media networks and digital analytics	CCF	
	theoretical	Propaganda and psychological warfare	PWP	
practical	theoretical	Cloud computing fundamentals	CCF	
	theoretical	Media Organizations Management	MMI	
			Graduation project	

8- Learning OutputsYThe program did not meet expectations.

Knowledge

- Understanding the basic concepts and theories in media and digital communication, and the .1 workings of digital platforms and interactive multimedia environments..
- Understanding the fundamentals of digital content production and its formats (textual, visual, .2 audio, interactive) and the mechanisms for publishing and managing it across various digital platforms..
- Understanding the principles of digital platform management, digital identity creation, and .3 strategies for building and engaging with a digital audience..

Understanding the fundamentals of digital data analysis and media performance measurement(Digital Analytics) and its application in content development and media decision-making.	.4
Familiarity with digital media ethics, the legislation governing it, cybersecurity issues, digital privacy, and combating digital disinformation..	.5
Understanding the mechanisms of rumor and fake news spread in the digital environment and digital verification methods(Digital Verification) and countering media misinformation.	.6
Skills	
Producing and managing multimedia digital content (text, visual, audio, interactive) professionally, and employing modern digital tools and platforms in its design, publication, and improved audience reach..	.1
Applying the scientific method in digital research and analysis, collecting data from digital sources, analyzing it using statistical and digital analysis tools, and deriving results to support media decision-making..	.2
Using digital performance analysis tools(Digital Analytics) to measure interaction, reach and impact, and to diagnose strengths and weaknesses in digital media strategies and continuously develop them.	.3
Verifying digital content and combating disinformation using digital verification techniques and fake news detection tools..	.4
Designing and implementing effective digital communication strategies that are tailored to the nature of the digital audience and the changing dynamics of the electronic media environment..	.5
Values	
Honesty, accuracy, and objectivity in the production and dissemination of digital content, and ensuring credibility in dealing with digital information and data..	.1
Adherence to digital media ethics, including respect for human rights, protection of digital privacy, and ensuring freedom of expression within the framework of professional and legal responsibility..	.2
Digital social responsibility involves utilizing digital media to promote digital citizenship, instill positive values, and support social stability..	.3
Respecting cultural diversity and national identity, and preserving authentic customs and traditions within the context of digital media practices..	.4
Adherence to established religious, cultural, and societal values and norms when managing content and interacting with the audience in digital environments..	.5

9- Teaching and learning strategies	
Integrating theoretical and applied digital education through interactive lectures, digital labs, and practical applications for producing and managing digital content..	.1
Project-based learning(Project-Based Learning) by assigning students to produce integrated digital platforms (websites, blogs, digital channels, social media campaigns) as part of the applied work.	.2
Interactive and participatory learning through student involvement in delivering digital presentations, managing discussions, and implementing digital initiatives within university and community events..	.3
Employing modern educational technologies such as learning management systems(LMS), digital data analysis tools, and artificial intelligence applications, to enhance self-learning skills and continuous development.	.4
Programmed practical training on digital media tools and techniques, including digital video production applications, podcasting, digital design, social media content management, and digital performance analysis..	.5
Developing time management and teamwork skills by assigning students digital tasks within work teams that simulate the work environment in digital media institutions..	.6
10- Evaluation methods	

Interactive online lectures and participation assessment via digital learning platforms(LMS) and its associated activities.	.1
Discussion sessions and digital presentations to measure theoretical understanding and the ability to analyze and critique digital media.	.2
Practical applications and digital projects (digital content production, digital campaign design, online platform management, digital data analysis) within specialized laboratory workshops.	.3
Research assignments and applied reports to measure research and analytical skills and the use of digital analysis tools..	.4
Short tests (daily or weekly) to measure ongoing comprehension of digital concepts and theories.	.5
Theoretical and practical midterm and final exams to measure the level of achievement of the program's learning outcomes in a comprehensive manner.	.6

11- Faculty					
Faculty members					
Faculty preparation		Requirements and skills (if applicable)	Specialization		Practical rank
lecture	angel		private	general	
	angel		Etiquette	Etiquette	Dr. Muhammad Jamal Al-Taif
	angel		Radio and Television	information	Dr. Abdul Majeed Abdul Latif
	angel		Modern literary criticism	Arabic language	Dr. Saleh Majeed Ali
	angel		Marketing Management/Strategic Management	business management	Prof. Dr. Hussein Muhammad Kashkoul
	angel		Radio and Television	information	M.M. Hazem Fadel Abbas
	angel		press	information	M.M. Walaa Shaker Al-Saffar
	angel		Media Department	information	M.M. Sarah Mohammed Kazem
	angel		Radio and Television	information	M.M. Ahmed Ayad Sarhan
	angel		Media Department	information	M.M. Haider Khalil Ibrahim
	angel			information	M.M. Murtadha Mohsen Moussa
	angel		press	information	M.M. Haider Ali Hammoud

	angel		Cybersecurity	Computer Science	M.M. Ali Jaber Shanawa
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Professional Development

Encouraging active participation in conferences, seminars and workshops specializing in the .1 fields of digital media, digital transformation, artificial intelligence and digital data analytics, both locally and internationally..

Participate in continuing education programs and training courses organized by the .2 university's Continuing Education Center to develop technical, teaching, and research competencies..

Employing modern educational technologies in the teaching process, such as learning .3 management systems(LMS), smart board, interactive displays, and digital learning tools, which enhance the quality of education.

Implementing qualification and development programs for new faculty members through .4 training workshops, discussion panels, and scientific visits, to ensure their effective integration into the digital academic environment..

Enhancing digital scientific research by supporting publication in reputable journals, and .5 encouraging applied research related to digital media issues and digital transformation in society..

12- Acceptance Criteria

Admission to the Digital Media Department program is subject to the regulations and instructions approved by the Ministry of Higher Education and Scientific Research, and is consistent with the central admission criteria and academic requirements set by the competent authorities, taking into account the department's capacity and academic quality requirements..

13- The most important sources of information about the program

1.College and University LibraryIncluding books and scientific references specializing in media and digital communication.

2.Iraqi Virtual Scientific Libraryand accredited academic databases.

3.Electronic resources and global databasesSpecializing in digital media, data analysis, and digital communication.

4.Academic websites and digital learning platformsRelated to the field of digital media.

5.peer-reviewed scientific journals and periodicalsIn the fields of digital media, digital transformation, and artificial intelligence in media.

14- Program Development Plan

Utilizing the university studio and media production facilities to conduct practical workshops .1 on producing visual, audio, and interactive content, enabling students to gain practical experience in a real-world environment..

Collaborating with satellite channels and digital media institutions to provide field training .2 opportunities for students, allowing them to experience professional work in real production environments..

Integrating modern digital media technologies and artificial intelligence into curricula to .3 develop students' skills in producing, analyzing, and managing digital content across different platforms.

Developing digital labs and educational tools to ensure the availability of the latest video .4 editing, digital photography, podcasting, and digital content management software..

To promote scientific research and digital innovation by supporting applied projects in the .5 fields of digital media, media analysis, and multimedia digital campaign management..

Developing faculty members' skills through advanced training programs in the use of modern .6 educational tools, digital studios, and media production techniques..

Course descriptions for the first stage

Number of courses: 9

Number of units: 36

A Headquarters description form The science of statistics

Course Name					
Principles of Statistics / Descriptive Statistics					
Course code					
ASDM					
Semester/Year					
First semester / 2025-2026					
Date this description was prepared					
2026-2027					
Available forms of attendance					
My attendance in classrooms					
Number of study hours (total) / Number of units (total)					
Total number of study hours(30) /Number of units(3)					
Name of the course coordinator (if there is more than one, please mention it).					
Name: A.M. Muwad Kadhim Al-Asadi alasadimoued79@gmail.com					
8. Course objectives					
Introducing the student to basic statistical concepts and their uses in practical life. Developing the student's skill in tabulating and classifying raw data and converting it into useful information. To equip the student with the ability to calculate and interpret measures of central tendency and dispersion.					Course objectives
Teaching and learning strategies					
* Theoretical aspect: Explanation of statistical concepts and methods, and how to solve mathematical problems related to statistics. * Scientific interaction: Activating student participation when explaining the material and raising scientific questions about it as part of the evaluation process. * Commitment to attendance: Obliging students to attend lectures by allocating attendance grades within the evaluation. * Assignments: Students are given assignments for the purpose of evaluation and to determine their academic level in relation to the material given.					strategy
10. Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Participation, discussion, exam	In-person lecture	It focuses on practical understanding and rules to prepare the student for the program.	theoretical	3	1.
Participation, discussion, exam	In-person lecture	It focuses on practical understanding and rules to prepare the student for the program.	theoretical	3	2.
Participation, discussion, exam	In-person lecture	It focuses on practical understanding and rules to prepare the student for the program.	theoretical	3	3.

Participation, discussion, exam	In-person lecture	Introduction to statistics, data types, and sampling methods	theoretical	3	4.
Participation, discussion, exam	In-person lecture	Introduction to statistics, data types, and sampling methods	theoretical	3	5.
Participation, discussion, exam	In-person lecture	Introduction to statistics, data types, and sampling methods	theoretical	3	6.
The exam	In-person lecture	Measures of central tendency (mean, median, mode).	theoretical	3	7.
Participation, discussion, exam	In-person lecture	Measures of central tendency (mean, median, mode).	theoretical	3	8.
Participation, discussion, exam	In-person lecture	Measures of central tendency (mean, median, mode).	theoretical	3	9.
Participation, discussion, exam	In-person lecture	Measures of central tendency (mean, median, mode).	theoretical	3	10.
Participation, discussion, exam	In-person lecture	Measures of dispersion (standard deviation, variance, coefficient of variation).	theoretical	3	11.
Participation, discussion, exam	In-person lecture	Measures of dispersion (standard deviation, variance, coefficient of variation).	theoretical	3	12.
Participation, discussion, exam	In-person lecture	Measures of dispersion (standard deviation, variance, coefficient of variation).	theoretical	3	13.
The exam	In-person lecture	Mid-year review and exam.	theoretical	3	14.
Participation, discussion, exam	In-person lecture	Mid-year review and exam.	theoretical	3	15.
Participation, discussion, exam	In-person lecture	Introduction to the program and user interface: Screen recognition (Data View and Variable View.	practical	3	16.
Participation, discussion, exam	In-person lecture	Introduction to the program and user interface Screen familiarization (Data View and Variable View.	practical	3	17.
Participation, discussion, exam	In-person lecture	Data entry and editing How to enter raw data and correct errors.	practical	3	18.
Participation, discussion, exam	In-person lecture	File and data management File merging, case sorting (Sort Cases), and sample selection	practical	3	19.
Participation, discussion, exam	In-person lecture	List of transfers (Transform) Compute new variables and recode.	practical	3	20.
Participation, discussion, exam	In-person lecture	Descriptive statistics (Descriptive) Extracting frequencies and percentages.	practical	3	21.

Participation, discussion, exam	In-person lecture	Measures of tendency and dispersion in SPSS Extract (Mean, SD, Variance) with one click.	practical	3	22.
Participation, discussion, exam	In-person lecture	Statistical graphs Creating (Histograms, Pie Charts, Boxplots) and exporting them	practical	3	23.
Participation, discussion, exam	In-person lecture	Correlation analysis (Correlation) Calculating Pearson and Spearman correlation coefficients electronically.	practical	3	24.
Participation, discussion, exam	In-person lecture	Linear regression (Linear Regression Building a prediction model and extracting the equation of a straight line	practical	3	25.
Participation, discussion, exam	In-person lecture	"T" tests (T-Tests) - 1 One-Sample T-Test	practical	3	26.
Participation, discussion, exam	In-person lecture	"T" tests (T-Tests) - 2 Independent Samples T-test	practical	3	27.
Participation, discussion, exam	In-person lecture	Analysis of variance (ANOVA) Introduction to the One-Way Analysis of Variance Test.	practical	3	28.
Participation, discussion, exam	In-person lecture	Reading and interpreting the results (Output) How to write a report based on output tables	practical	3	29.
Participation, discussion, exam	In-person lecture	Final Exam (Practical and Theoretical) Comprehensive Assessment of Acquired Skills	practical	3	30.

11. Course evaluation

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

*60 Final written exam grade.

*40 Student's level of effort.

A- 30 Student's monthly exam score.

for- 5 Grades for daily oral participation during the lecture.

C- 5 Lecture attendance grades.

12. Learning and teaching resources

Statistics book and program SPSS (version 20 and above). Approved.	Required textbooks (methodology, if applicable)
-----	Main references (sources)

-----	Recommended supporting books and references (scientific journals, reports...)
Websites dedicated to studies related to media management and planning	Electronic references, websites



A Course description template: Fundamentals of Information Technology

Course Name .1	
Information Technology Fundamentals	
Course code .2	
ITF	
Chapter and Year .3	
2026-2027	
Date this description was prepared .4	
15/10/2026	
Available forms of attendance .5	
My presence	
Total number of study hours .6	
90 study hours	
Name of course coordinator .7	
Dr. Ayad Hamid Musa	
Course objectives .8	
theAHudAln the year of the course:	
To enable the student to understand the digital infrastructure upon which the modern advertising world depends, and how to utilize it to solve communication and marketing problems..	.1
Developing the practical technical skills necessary to design, implement, and evaluate digital advertising campaigns.	.2
Enhancing critical thinking in selecting and using appropriate technological tools for each advertising context..	.3
Detailed cognitive and skill-based objectives:	
Understanding the technical foundations of the digital environment:	.1
Mastering basic programming and design tools:	.2
Data analysis and insight extraction:	.3
Understanding digital communication platforms and modern technologies:	.4
Digital security and professional ethics:	.5
Digital advertising project management:	.6
Teaching and learning strategies .9	
1Teaching strategies (the role of the lecturer):	.1
Contextual teaching(Contextualized Learning):	.2
Link each technical concept to its direct application in advertising. For example, we don't study "databases" theoretically, but rather how social media platforms store user data to enable targeted advertising..	.3
Live demonstrations(Live Demos):	.4
Live demonstration of real tools: Open an accountGoogle Analytics is typical; running the Facebook Ads platform (beta mode); using project management tools.	.5
Project-based education(Project-Based Learning):	.6
Divide the students into teams (mini-advertising agencies) and assign them a final project.Planning and executing a limited digital advertising campaign for a virtual or real project (e.g., for a student organization). The project goes through all phases: from strategy development to results analysis.	.7

8. Immediate feedback(Immediate Feedback):

Especially in the practical aspect (design, spreadsheets), providing quick feedback during practical sessions to correct the course immediately..

2Learning strategies (student role):

- **Active learning and participation(Active Learning):**
 - **Simulation(Simulations):** Using simulation platforms for advertising (such as Facebook Blueprint Demo or Google Skillshop Simulations).
 - **Case studies(Case Studies):** Technically analyzing successful and unsuccessful advertising campaigns (What did you use? How did you target? How did you measure the results?).
 - **Group brainstorming(Brainstorming):** For example: "How can AR technology be used to promote product X?"
- **Cooperative learning(Collaborative Learning):**
 - **Working in groups on tasks and projects, simulating the environment of advertising agencies where a designer, writer, account manager, and campaign manager work together..**
- **Problem-based learning(Problem-Solving Learning):**
 - **Presenting scenarioschallenge"The conversion rate is low, the data indicates such and such, what tools will you use to analyze the problem and what solutions are proposed?""**
- **Guided self-learning(Self-Directed Learning):**
 - **Encourage students to explore new free tools (a tag analysis tool, an infographic design tool), and submit a brief report on their usefulness for advertising..**

3Practical activities and applications:

- **Indoor (classroom) activities:**
 - **Analyzing a specific advertisement and guessing the target audience based on its characteristics.**
 - **A quick exercise on using basic functions inExcel (VLOOKUP, Pivot Tables) for analyzing hypothetical campaign data.**

Course structure .10

Chapter One

Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Introduction to Technology in the Advertising Industry	The student will gain an introduction to technology in the advertising industry.	3	.1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Digital advertising system (hardware) components	The student should be able to identify the components of the digital advertising system (hardware).	3	.2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Computer networks and the internet: the backbone of digital advertising	The student should recognizeonComputer networks and the internet: the backbone of digital advertising With practical application	3	.3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Colors and web page layout	The student should learnRegarding colors and web page formatting	3	.4

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Fonts and methods of controlling the website's structure	The student should learnFonts and methods of controlling the website's attributes	3	.5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Paragraphs and lists in website page design	The student should become familiar with Paragraphs and lists	3	.6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Introduction to databases and audience targeting	The student should become familiar with Introduction to databases and audience targeting	3	.7
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Data analysis using	The student should learn to analyze data using	3	.8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Data analysis usingExcel/Sheels	The student should learnHow to insert tables into a web page	3	.9
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Web analytics using Google Analytics	The student should learnHow to Web analytics using Google Analytics	3	.10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Advertising on social media platforms (Facebook/Instagram)	The student should learnHow to Advertising on social media platforms (Facebook/Instagram)	3	.11
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Email marketing	The student should recognizeHow to Email marketing	3	.12
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Project management and collaborative work tools	The student should learn Project management and collaborative work tools	3	.13
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Make search engines find the site	The student should learn how to make the site find search engines	3	.14
examChapter 1: Practical + Theoretical					.15
Chapter Two					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	basicsCSS	The student should become familiar withbasicsCSS	3	.16

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	How to set propertiesCSSWith elementsHTML	The student should learnHow to set propertiesCSSWith elementsHTML	3	.17
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Designing a structural model for a page at a glanceHTML and CSS	The student should learnDesigning a structural model for a page at a glanceHTML and CSS	3	.18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	All propertiesCSS	The student should recognizeOn all propertiesCSS	3	.19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	design For a web page usingHTML and CSS	The student should learndesign For a web page usingHTML and CSS	3	.20
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Basic video editing for advertising content	The student should learnroad Basic video editing for advertising content	3	.21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Emerging technologies in advertising (artificial intelligence)	The student should recognizeEntrance in Emerging technologies in advertising (artificial intelligence)	3	.22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Emerging technologies in advertising (augmented reality and virtual reality)	The student should learnEmerging technologies in advertising (augmented reality and virtual reality)	3	.23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Digital security and digital advertising ethics	The student should learn about digital security and the ethics of digital advertising.	3	.24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in personWith practical application	Preparing the presentation and digital portfolio	The student should learnDesigning a complete website using WORDPRESS	3	.25
Second semester exam: practical + theoretical				3	.26
Final exam					.27
Course evaluation .11					
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc. 20 (marks for the first semester) 15 theory and 5 practical 20 (marks for the second semester) 15 theory and 5 practical degreeAnnual effort 40and60 marks on the final exam					
Learning and teaching resources .12					
University of Dhi Qar Curriculum / College of Media .1					



Course description template

Study of the news and electronic
report

1.	Course Name:
	News and electronic report
2.	Course code:
	news
3.	Chapter/Year:
	2026-2027

4. Date of preparation of this description:					
14/10/2026					
5. Available attendance formats:					
In-person + online (when needed)					
6. Number of study hours (total) / Number of units (total):					
3 hours / 2 units					
7. Name of the course coordinator					
walaa.sh@uowa.edu.iq the name: M.M. Walaa Shaker Mahmoud Email:					
8. Course Objectives					
The course aims to introduce the concept of news and electronic news reports in general, as well as to identify the most important characteristics and elements of news, its tasks and main objectives. In addition, it aims to introduce the technical methods and templates used in writing news and electronic news reports, and also aims to explain its features and parts. The course also aims to acquire practical skills in the editing process and the practical application of journalistic models, as well as to compare news, reports and other journalistic arts in electronic news sites.			Course Objectives		
9. Teaching and learning strategies					
1- Scientific lecture method 2- The discussion method involves directing questions to the students. Participating in lectures and tests. 3- Scientific visits to media institutions					strategy
10. Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Communication process	The student understands the concept of the topic	3	1
Written and oral exam and direct questions	Delivering lectures, discussions, and practical	News date	The student understands the concept of the topic	3	2

	training in person				
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	News elements	The student understands the concept of the topic	3	3
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Types of news	The student understands the concept of the topic	3	4
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	News sources	The student understands the concept of the topic	3	5
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The six questions for editing a news report	The student understands the concept of the topic	3	6
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	News editing templates	The student understands the concept of the topic	3	7
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Building the electronic news	The student should become familiar with	3	8
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Editing the online news	The student should become familiar with	3	9
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Forms of electronic news	The student understands the mechanism of operation	3	10

Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The headline in the online news article	The student understands	3	11
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The technical and professional advantages of news in the media	The student learns	3	12
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The video material in the online news report	The student understands	3	13
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Applications for editing video material	The student should learn	3	14
		Written and oral exam and direct questions	First semester exam	3	15
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The concept of an electronic report	The student understands	3	16
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Types of electronic reports in terms of content (news report, analytical report, biography report, miscellaneous report)	The student should learn	3	17
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Types of electronic reports in terms of format (text report, video report, audio report)	The student should learn	3	18
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Building an electronic report (report structure and its parts)	The student should learn	3	19

Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Interviews required in the electronic report	The student applies	3	20
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Electronic report editing	The student learns	3	21
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Writing text for online news reports	The student understands the concept of the topic	3	22
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Writing short texts in an electronic report	The student understands the concept of the topic	3	23
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Views and applications	The student should know	3	24
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Video graphics, motion graphics, and infographics	The student should recognize	3	25
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Attribution and documentation	The student should know	3	26
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Hyperlinks	The student should learn	3	27
Written and oral exam and direct questions	Delivering lectures, discussions, and practical	Practical applications for editing electronic press reports	The student should learn practical applications	3	28

	training in person				
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications and oral questions	Comprehensive review of the material	3	29
Written and oral exam and direct questions	My presence	Second month exam		3	30

11. Course evaluation

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

أ. Preparation and class participation: 10 marks
 ب. Monthly test: 30 points
 ج. Final exam: 60 marks
د. Total = 100 points

12. Learning and teaching resources

There is no prescribed textbook; lectures are conducted according to the specified syllabus.	Required textbooks
The Art of Journalistic Reporting by Farouk Abu Zeid Journalistic Editing in the Information Age, by authors Hosni Nasr and Sanaa Abdel Rahman Technical Techniques in Journalistic Editing by Abdul Aziz Sharaf The Sociology of News Reporting by Abdel Fattah Ibrahim	Main References
Journal of the Media Researcher, University of Baghdad, Volume 1, Issue 1, 2005	Recommended supporting books and references
https://rawabetcenter.com/archives/82162 https://www.ahewar.org/debat/show.art.asp?aid=1378 85	Electronic references, websites

Course description templateMedia psychology

1- Course Name
Media psychology
2- Course code
psy
3- Term/Year
2026-2027
4- Date this description was prepared
15/10/2026
5- Available forms of attendance
My presence
6- Total number of study hours

30

7- Name of the course coordinator					
hayder.khaleel@uowa.edu.iq			M.M. Haider Khalil Ibrahim		
8- Course Objectives					
Cognitive objectives -1					
To provide an understanding of the basic principles and concepts of psychology and its relationship to other sciences -1					
An understanding emerged of the principles and concepts of media psychology, personality, motivations, and their connection to media behavior. -2					
Understanding the psychological effects of different media on the individual and social level. -3					
Understanding the psychology of social mediaand meansIts development. -4					
for- GoalsSkillsypertaining toDecision.					
1-Gaining experience and skills in media psychology					
2-It identifies the role of media psychology					
3- The student acquires practical and scientific skills that help him to perform his duties as required.					
C- Values					
1-It analyzes the psychological tendencies of individuals and their relationship to media and behavior.The journalist.					
2- He innovatesPersuasive techniques for media messages based on the principles and foundations of media psychology..					
3-Employing the principles of media psychology in the production and writing of communication messages.					
4-He communicates effectively with others according to their needs and psychological motivations..					
9- Teaching and learning strategies					
1- The scientific lecture method.					
2- The discussion method involves directing questions to the students and participating in the lecture.					
3- TrainingThe practical way to try to change one behavior to another.					
4- Applied projects (digital projects, audience behavior analysis, short reports and research).					
5- Teaching students behavioral analysis skills for messagesMediaIn psychologymedia.					
10- Course structure					
Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Grades awarded to participants	Explanation and discussion, breaking the ice	Media psychology and its relationship to other branches of psychology	The student should learn the concept of media psychology.	2	1
Grades awarded to participants	Explanation, discussion, and examples	Social psychology: its importance and objectives	The student should learn about the importance and goals of psychology.	2	2
Grades awarded to participants	Delivering lectures and discussions in person	The nature and goals of sociology; the goals of psychology.	The student should understand the nature and goals of psychology.	2	3
Written and oral exam and direct questions	Explanation and discussion	The relationship between social psychology and media	The student shows The relationship between social	2	4

			psychology and media		
Direct questions and classroom participation	Lecture, practical exercises	Psychology of print media	To explain to the student the role of the psychology of print media	2	5
Direct questions, review	Lecture, discussion	Psychology of audio-visual media	The student should understand the psychological importance of audio-visual media.	2	6
Direct questions	Lecture, practical examples	Psychological effects of the internet	To demonstrate the psychological effects of the internet	2	7
Short test	Lecture, classroom exercises	The psychological effects of journalism	The student should be able to understand the psychological effects of journalism.	2	8
duty	Lecture, Case Study	Psychological and social characteristics of journalism	The student should understand the psychological and social characteristics of journalism.	2	9
A short report by dividing the teams	Lecture, discussion	The psychological structure and organization of the media message	The student should explain the psychological structure of the media message.	2	10
Short quiz, direct questions	Practical training lecture	Persuasion strategies	The student should be familiar with persuasion strategies.	2	11
Classroom participation, oral questions	Lecture, role-playing and teamwork	Persuasion in the media	The student explains persuasion in the media.	2	12
Class participation	Lecture, Slide Division	Communication and interaction in social psychology	He explains to the student Communication and interaction in media psychology	2	13
Written and oral exam and direct questions	Delivering lectures, review sessions, and discussions in person	The impact of media on shaping frameworks and beliefs	We make sure the student understands the material before the exam.	2	14
	First semester exam	First semester exam	First semester exam	2	15
Direct questions, class participation	Lecture, Peer Discussion	Social communication and interpersonal relationships	To show the student social communication and environmental relationships	2	16
duty	Lecture and practical examples	Sociological characteristics of the media audience	The student should be familiar with the sociological characteristics of media audiences.	2	17
Short report	Lecture, practical training	Language in Media Psychology	The student explains the language in media psychology.	2	18

Class participation	The lecture, activity (think and compare)	The influence and interaction between language and media	The student demonstrates the influence and interaction between language and media.	2	19
Class participation	Work teams, projects	Media and individual differences among audience members	The student should explain the media and individual differences among the audience.	2	20
duty	Role-playing and the flipped classroom, discussion	Media and social relations	The student understands media and social relations	2	21
duty	Lecture, Case Study	Persuasive communication psychology: The psycho-social model	The student demonstrates the psychology of persuasive communication and the model.	2	22
Class participation	Teamwork and role-playing	The concept of the public - its sociological characteristics, social differentiation, and social interaction	The student explains the concept of the audience and its sociological and social differentiation characteristics.	2	23
Class participation	Practical applications, activities	Psychological pressures in media work – types and theories of psychological pressure	The student should become familiar with the psychological pressures in media work.	2	24
duty	Lecture and practical examples	Indicators of media work stress	The student should be aware of the indicators of media work stress.	2	25
Short report	Lecture, classroom discussions	Burnout among media professionals	It explains to the student the psychological manipulation employed by media professionals.	2	26
Class participation	Peer assessment and self-assessment	Leadership and management in social psychology	The student should explain the role of administrative leadership in the social media psyche.	2	27
Class participation	A storm that amazed me and a physical presence	Essential skills of a media leader (characteristics, duties)	The student should understand the basic skills of a media leader.	2	28
Classroom participation and direct questions	My presence	Right to defend	The student should explain all of the above quickly and clearly to retrieve the information.	2	29
final exam	written	Second month exam	Final exam	2	30

11- Course Evaluation	
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc. Participation, discussion, brainstorming questions, and classroom teamwork They are tasked with obeying a specific book or important media vocabulary in analyzing public opinion behavior, methods of influencing it, and audience uses. They were tasked with monitoring certain media personalities and analyzing their body language according to theories of psychology and personality. 20 marks for the first semester)10My theory and10practical(20 (marks for the second semester)10My theory and10practical 60 degrees on theAFinal exam	
12- Learning and teaching resources	
Supporting books and references Which are recommended (scientific journals, reports)	Curriculum of the Ministry of Higher Education and Scientific Research
1- Principles of Education and Psychology / Dr. Ahmed Ezzat Rageh 2- Foundations of Social Psychology / Ahmed Muhammad Al-Zoubi	1- Dr. Hani Al-Jazzar - Media Psychology Introduction to Global Sociology Dr. Amal Dakkak and Dr. Ahmed Al-Safar
Electronic references and websites	Introduction to Global Sociology Dr. Amal Dakkak and Dr. Ahmed Al-Safar



Human Rights Course Description Template

1- Course Name
human rights
2- Course code
hrad
3- Term/Year
2026-2027
4- Date this description was prepared
15/11/2025
5- Available forms of attendance
My presence
6- Total number of study hours
60
7- Name of the course coordinator
M.M. Musa Ali Sakr
8- Course Objectives
A- Cognitive objectives The concept of human rights is known 2- To recognize the importance of human rights 3- It defines the characteristics of human rights 4- Recognizes the goals of human rights

B - The skills-related objectives of the course. 1- Acquiring human rights experience and skills 2 - To understand the role of human rights in media work 3- The student acquires practical and scientific skills that help him to perform his duties as required.					
9- Teaching and learning strategies					
Scientific lecture method The discussion method involves directing questions to the students and their participation in the lecture.					
10- Course structure					
Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures and discussions in person	The concept of human rights	The student should learn the concept of human rights.	2	1
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights: their importance and objectives	The student should learn about human rights, their importance, and their objectives.	2	2
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights categories	The student should understand the nature of human rights categories.	2	3
Written and oral exam and questions	Delivering lectures and discussions in person	Types of human rights	The student shows Types of human rights	2	4
Written and oral exam and questions	Delivering lectures and discussions 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 exam and direct questions	Delivering lectures and discussions in person	Rights and freedoms related to human activity	The student should understand the importance of rights and freedoms related to human activity.	2	6
Written and oral exam and direct questions	Delivering lectures and discussions in person	Media and Human Rights	To clarify the media and human rights	2	7
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights and freedoms	The student should learn about rights and freedoms in Islam.	2	8
Written and oral exam and direct questions	Delivering lectures and discussions in person	Equality in Islam: The right to work	The student should understand the principle of equality in Islam and the right to work.	2	9
Written and oral exam and direct questions	Delivering lectures and discussions in person	Universal Declaration of Human Rights	The student should explain the articles of the Universal Declaration of Human Rights.	2	10
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights and media ethics	The student should be familiar with human rights and media ethics.	2	11
Written and oral exam and direct questions	Delivering lectures and discussions in person	The right to practice journalism, the right to know	The student explains the right to practice journalism and the right to know.	2	12
Written and oral exam and direct questions	Delivering lectures and discussions in person	Right to criticize	He explains to the student Right to criticize	2	13
Written and oral exam and direct questions	Delivering lectures and discussions in person	Comprehensive review	We make sure the student understands the material before the exam.	2	14

			First semester exam	2	15
Written and oral exam and direct questions	Delivering lectures and discussions in person	The right to privacy protection	To show the student	2	16
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human rights agencies	The student should know	2	17
Written and oral exam and direct questions	Delivering lectures and discussions in person	International Labour Organization	The student explains	2	18
Written and oral exam and direct questions	Delivering lectures and discussions in person	Global Health Organization	The student shows	2	19
Written and oral exam and direct questions	Delivering lectures and discussions in person	Human Rights Center	The student should explain	2	20
Written and oral exam and direct questions	Delivering lectures and discussions in person	Invasion of privacy	The student realizes	2	21
Written and oral exam and direct questions	Delivering lectures and discussions in person	Declaration of the Rights of Man in France	The student shows	2	22
Written and oral exam and direct questions	Delivering lectures and discussions in person	Western civilization and human rights	The student explains the concept	2	23
Written and oral exam and direct questions	Delivering lectures and discussions in person	Material division and parasitism	The student should recognize	2	24
Written and oral exam and direct questions	Delivering lectures and discussions in person	Invasion of privacy	The student should realize	2	25
Written and oral exam and direct questions	Delivering lectures and discussions in person	Declaration of the Rights of Man in France	It explains to the student	2	26
Written and oral exam and direct questions	Delivering lectures and discussions in person	Western civilization and human rights	The student should explain	2	27
Written and oral exam and direct questions	Delivering lectures and discussions in person	Arab Organization for Human Rights	The student should understand	2	28
Written and oral exam and direct questions	My presence	Right to defend	The student should explain	2	29
		Second semester exam		2	30



Course description templateMedia Studies

13.	Course Name:
	Media language
14.	Course code:
	Ing
15.	Chapter/Year:
	2026-2027
16.	Date of preparation of this description:
	14/10/2026
17.	Available attendance formats:
	In-person + online (when needed)
18.	Number of study hours (total) / Number of units (total):
	2 hours / 2 units
19.	Name of the course coordinator
	: saleh.khaz@uowa.edu.iqthe name: Dr. Saleh Majeed Al-KhazrajiEmail
20.	Course Objectives

This course aims to introduce the concept of media language in general, which is the language used in various media outlets and has become a major force shaping public opinion and beliefs across different fields. Media language helps students perform their duties effectively, using clear, engaging, and articulate language, given that media language addresses diverse audiences and social groups. Digital media has become a powerful force in nation-building and the formation of civilizations, playing a crucial strategic role in guiding, advising, and educating society.	Course Objectives
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21. Teaching and learning strategies

1- Scientific lecture method 2- The discussion method involves directing questions to the students and participating in the lecture and tests.	strategy
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22. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The concept of language	The student understands the concept of the topic	2	1
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The multiplicity of concepts of contemporary language.	The student understands the concept of the topic	2	2
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Media language: concept and functions	The student understands the concept of the topic	2	3
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The impact of journalism on language renewal.	The student understands the concept of the topic	2	4

Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Comparison between the language of science and media.	The student understands the concept of the topic	2	5
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	A practical application of media style	The student understands the concept of the topic	3	6
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Al-Muthanna	The student understands the concept of the topic	3	7
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	masculine plural	The student should become familiar with	3	8
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The indeclinable	The student should become familiar with	3	9
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The shortened name	The student understands the mechanism of operation	3	10
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The elongated name	The student understands	3	11
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Incomplete name	The student learns	3	12
Written and oral exam and direct questions	Delivering lectures, discussions, and practical	Feminine plural	The student understands	3	13

	training in person				
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications	The student should learn	3	14
		Written and oral exam and direct questions	First semester exam	3	15
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The impact of media on renewalthe language	The student understands	3	16
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The impact of media on enriching the language		3	17
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Standards that a journalist should adhere to, especially in the field of language..	The student should learn	3	18
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Subject and predicate.	The student should learn	3	19
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	"Kana and its sisters"	The student applies	3	20
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	"Inna and its sisters"	The student learns	3	21
Written and oral exam and direct questions	Delivering lectures, discussions, and practical	News language on radio and television	The student understands the concept of the topic	3	22

	training in person				
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Advertising language and effective writing style	The student understands the concept of the topic	3	23
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Rhetorical applications in media texts	The student should know	3	24
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	metaphor	The student should recognize	3	25
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Metaphor	The student should know	3	26
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Semantics in media language	The student should learn	3	27
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Common linguistic errors in the media	The student should learn practical applications	3	28
Written and oral exam and direct questions		Second semester exam		3	29
					30

23. Course evaluation

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

Preparation and class participation: 10 marks

Monthly test: 30 points

Final exam: 60 marks

Total = 100 points	
24. Learning and teaching resources	
There is no prescribed textbook; lectures are conducted according to the specified syllabus.	Required textbooks
Media Language – Abdul Sattar Jawad 1- 2- Language in Media Discourse – Taysir Abu Arja	Main References
The Production of Media Language in Media Texts – Mahmoud Khalil and Muhammad Mansour Heiba	Recommended supporting books and references
https://rawabetcenter.com/archives/82162 https://www.ahewar.org/debat/show.art.asp?aid=137885	Electronic references, websites

Sample English Language Course Description

25. Course Name:	English language	
26. Course code:	mle	
27. Chapter/Year:	2026-2027	
28. Date of preparation of this description:	15/10/2026	
29. Available attendance formats:	In-person + online (when needed)	
30. Number of study hours (total) / Number of units (total):	2 hours	
31. Name of the course coordinator	Name: Dr. Muhammad Nabil Hadi Email:mohammed.haboobi@atu.edu.iq	
32. Course Objectives	To equip the student with the ability to understand media texts written in English and analyze their main ideas. Developing students' English writing skills through the formulation of simple and clear informational sentences and texts.. Training students to read and understand short media articles and reports in English. To enable students to use English in key academic and professional media contexts. • • • •	

Course Objectives

Preparing the student linguistically to continue their academic studies in the field of media and to keep pace with global media developments..					
33. Teaching and learning strategies					
Theoretical lectures supported by practical examples. ✓ Classroom discussions and dialogues. ✓ Training in the use of linguistic expressions ✓ E-learning through digital resources and educational videos. ✓				strategy	
34. Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
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 current 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
a 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	written	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
a 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	written	Exam	Evaluate overall learning outcomes of the course	2	30

35. Course evaluation

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

Preparation and class participation: 10 marks

Monthly test: 30 points

Final exam: 60 marks

Total = 100 points

36. Learning and teaching resources

Ceramella Nick, Lee Elizabeth. - Cambridge English for the Media. Student's Book \i	Required textbooks
New Headway 5th Edition Beginner_ Student's	Main References
<i>Media and Society</i> . SAGE Publications. <i>The Language of News Media</i> . Blackwell Publishing.	Recommended supporting books and references
https://learningenglish.voanews.com	Electronic references, websites



Graphic Design Course Description Template

37. Course Name:					
graphic design					
38. Course code:					
gddm					
39. Chapter/Year:					
2026-2027					
40. Date of preparation of this description:					
15/10/2026					
41. Available attendance formats:					
In-person + online (when needed)					
42. Number of study hours (total) / Number of units (total):					
3 hours / 3 units					
43. Name of the course coordinator					
Name: M.M. Mustafa Razzaq Kadhim Email: mustafa.razzaq@uowa.edu.iq					
44. Course Objectives					
A1. Introducing students to the concept of digital advertising, its origins and historical development within the modern communication environment. A2. Distinguishing the fundamental differences between digital advertising and traditional advertising in terms of means, cost, audience, and measurement mechanisms. A3. Explain the components of digital advertising (the idea, the message, the target audience, the medium) and analyze its communication structure. A4. Familiarity with various digital advertising tools such as social media platforms, search engines, interactive ads, and digital performance measurement mechanisms (KPIs). B1. Analyzing digital advertisements according to scientific principles that include the advertising message, the target audience, and persuasion strategies. for2. Use Digital platforms in designing and publishing appropriate advertising content.					Course Objectives
45. Teaching and learning strategies					
Theoretical lectures supported by practical examples. Classroom discussions and analysis of real-life case studies. Applied projects (short reports and research papers). Training in the use of quantitative methods for forecasting and decision making. E-learning through digital resources and educational videos.					strategy
46. Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture + Discussion	Introduction to Graphic Design	Definition of graphic design, its origins and development, and its role in digital advertising	3	1
	Lecture + Examples	computer application	practical	2	2
Short report	Lecture + Participation	Graphic design as a means of visual communication	Understanding visual communication, the mechanism of conveying meaning through images, the relationship between form and content, and the	3	3

			designer's role in delivering the advertising message.		
		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, along with an explanation of the role of each element in constructing the advertising design.	3	5
		practical	practical	2	6
duty	Lecture + Training	Design principles and foundations	It covers graphic design principles such as balance, contrast, rhythm, repetition, unity, harmony, and visual hierarchy, with applications to digital advertising.	3	7
		Practical lecturer	Practical lecturer	2	8
			exam		9
duty	Lecture + practical examples	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 persuasive advertising, and its impact on the recipient and consumer behavior.	3	10
			practical	2	11
duty	Lecture + Case Study	For calligraphy and printing	It addresses the concept of font, its types, characteristics, rules for its use in digital advertising, the relationship between font and image, and the impact of printing on the clarity and communicative power of the message.	3	12
		practical	practical	2	13
Class participation	Review + Exercises	Images and graphics in advertising design	This section explains the role of photography and illustrations, the principles of image selection, digital image processing, and their role in constructing meaning and persuasion in advertising.	3	14
		practical	practical	2	15
			Second month exam		16
duty	Lecture + Participation	Composition and artistic direction	It focuses on the fundamentals of visual composition, the distribution of elements within the design space, the use of grids, and white space in digital design.	3	17
		practical	practical	2	18
Short test	Lecture + Exercise	Visual identity and branding	The concept of visual identity, its elements (logo, colors, fonts), and the role of graphic design in building a brand and establishing its mental image are discussed.	3	19
		practical	practical	2	20
	Lecture + Training	Graphic design for digital advertising on digital platforms	Explaining the specific design requirements for digital ads, content design for social media platforms, interactive ads, and design requirements for various digital media.	3	21
		practical	practical	2	22
duty	Lecture +	graphic design programs	This section introduces the most important design programs used in digital	3	23

	Discussion		advertising, such as: Adobe Photoshop – Illustrator – InDesign With an explanation of the areas of use for each program.		
		practical	practical	2	24
			First month exam	2	25
a report	Lecture + Case Study	Fundamentals of digital image processing	It focuses on the concepts of accuracy.(Resolution), dimensions, color systems (RGB – CMYK), digital image formats, and final output quality.	3	26
		practical	practical	2	27
Short report	Review + Exercis es	Creativity and innovation in graphic design	It addresses the concept of creativity, the stages of design thinking, the generation of visual ideas, and the role of innovation in distinguishing the advertising message.	3	28
		practical	practical	2	29
		Critical evaluation of design works	It focuses on the fundamentals of graphic design analysis and evaluation, reading visual messages, constructive criticism, and linking design to communication and marketing objectives.	3	30
		practical	practical	2	
			Second month exam		

47. Course evaluation

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

Preparation and class participation: 10 marks

Monthly test: 30 points

Final exam: 60 marks

Total = 100 points

48. Learning and teaching resources

A study on graphic design by Professor Ahmed Gamal Eid Mohsen Printing House Egypt 2014 m Deposit number 2014/26932 National Library and Archives - Egypt	Required textbooks
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	Main References
Fundamentals of graphic design, understanding cinema	Recommended supporting books and references
Specialized scientific journals and research Graphic design and digital advertising	Electronic references, websites



Course Description Digital Media Literacy

This course description provides a concise summary of the course's key features and the expected learning outcomes for the student, demonstrating whether they have made the most of the available learning opportunities. It must be linked to the program description.

Warith Al-Anbiya University -Faculty of Media	Educational institution
Digital Media Department	Scientific Department / Center
Digital Media Literacy / dme	Course Name/Code
mandatory	Available forms of attendance
M.M. Sarah Mohammed Kazem	Name of the course instructor
annual	Semester/Year
Three hours per week – two practical and one theoretical	Total number of study hours
15/10/2026	Date this description was prepared
Course Objectives	
The student should learn about the concept of digital media literacy and its communicative importance to society and human civilization.	
The student should study the concept of citizenship and the importance of spreading a culture of digital citizenship.	
The student should learn about the origins and development of the concept of citizen journalism in the digital communication environment.	
The student should become familiar with the concepts related to stereotypes and stereotyping.	
The student should explain newsroom management and the difference between data and information.	
The student should understand the mechanisms of digital marketing, especially in the sports field.	
The student should be able to explain framing theory.	
The student should be able to expand their understanding of the scientific and practical applications of internet browsing.	
The student should be able to present arguments and debates in a structured, scientific manner.	

Course outcomes, teaching and learning methods, and assessment

A- Cognitive objectives

A1-Define the concept of digital media literacy

A2- Recognizes digital citizenship

A3- Defines the main functions of the citizen journalist

A4- Recognizes how stereotypes are formed

A5- It identifies the most important mechanisms of digital marketing

A6- Understanding the difference between data and information

B - The skills-related objectives of the course.

B1 - Acquiring experiences and skills through studying previous experiences

B2 - Identifying the most important elements of the course

B3 - The student acquires practical and scientific skills that help him to perform his duties as required.

B4- Relying on what was studied in the application through internet browsing

Teaching and learning methods
Scientific lecture method The discussion method involves directing questions to the students and their participation in the lecture.
Assessment methods
Daily oral test The test is short Monthly test Final exam
C- Affective and value-based objectives A1- Demonstrate professional responsibility at work by drawing on past historical experiences A2- Demonstrating the ability to think critically and constructively, and to solve problems by drawing on and benefiting from past experiences. C3- The ability to work in groups and cooperate collectively C4- The ability to manage time optimally
D - General and transferable skills (other skills related to employability and personal development). D1- The student was able to become a successful digital media professional. D2- The ability to learn independently 3- To possess realistic experiences with perceptual perceptions D4- To develop reporting skills

Course structure					
Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures and discussions in person	The concept of digital media literacy	The student should learn the concept Digital Media Literacy	2	1
Written and oral exam and direct questions	Delivering lectures and discussions in person	Digital citizenship	The student should learn about digital citizenship.	2	2
Written and oral exam and direct questions	Delivering lectures and discussions in person	Citizen Journalist	The student should understand the concept of citizen journalism.	2	3
Written and oral exam and direct questions	Delivering lectures and discussions in person	Characteristics of a stereotype	The student should explain the mechanisms of stereotyping and stereotyping.	2	4
Written and oral exam and direct questions	Delivering lectures and discussions in person	Main functions of newsrooms	The student should explain the difference between data and information.	2	5
Written and oral exam and direct questions	Delivering lectures and discussions in person	The main tasks of digital marketing	The student should understand the mechanisms of digital marketing, especially in the sports field.	2	6
Written and oral exam and direct questions	Delivering lectures and discussions in person	Framing theory	The student should explain the origin and development of framing theory.	2	7
Written and oral exam and direct questions	Delivering lectures and discussions in person	browsing the internet	The student should learn to expand their understanding of the scientific and practical applications of internet browsing.	2	8
Written and oral exam and direct questions	Delivering lectures and discussions in person	Debate and argument	The student should understand argumentation and debate in a structured, scientific way.	2	9
Written and oral exam and direct questions	Delivering lectures and discussions in person	Create an account Flickr	The student should explain How to create an accountFlickr	2	10

Written and oral exam and direct questions	Delivering lectures and discussions in person	Media discourse	The student should be aware of sectarian rhetoric and hate speech.	2	11
Written and oral exam and direct questions	Delivering lectures and discussions in person	Digital media convergence	The student should explain the introduction to media integration in modern newsrooms.	2	12
Written and oral exam and direct questions	Delivering lectures and discussions in person	Electronic publishing	The student should explain the origins and development of electronic publishing.	2	13
Written and oral exam and direct questions	Delivering lectures and discussions in person	Political pressures	The student should understand the political pressures on digital media.	2	14
Written and oral exam and direct questions	First semester exam			2	15
Written and oral exam and direct questions	Delivering lectures and discussions in person	Modern digital applications	The student should demonstrate modern applications in digital media.	2	16
Written and oral exam and direct questions	Delivering lectures and discussions in person	Humanizing the media	The student should understand the humanization of media.	2	17
Written and oral exam and direct questions	Delivering lectures and discussions in person	Sources for verifying information	The student should demonstrate how to verify statements made by public figures.	2	18
Written and oral exam and direct questions	Delivering lectures and discussions in person	Media content creation	The student should demonstrate practical applications for creating a reflective text.	2	19
Written and oral exam and direct questions	Delivering lectures and discussions in person	blogs	The student should explain how to create a blog.	2	20
Written and oral exam and direct questions	Delivering lectures and discussions in person	Media ideology	The student should understand the theoretical approaches to media ideology.	2	21

Written and oral exam and direct questions	Delivering lectures and discussions in person	Criticism and analysis of the press photograph	The student should demonstrate a critical analysis of the press photograph.	2	22
Written and oral exam and direct questions	Delivering lectures and discussions in person	Media production	To explain the practical applications in the production of media material	2	23
Written and oral exam and direct questions	Delivering lectures and discussions in person	critical thinking skills	The student should become familiar with critical thinking skills.	2	24
Written and oral exam and direct questions	Delivering lectures and discussions in person	screenwriting	The student should understand practical applications in writing a script for producing a documentary program.	2	25
Written and oral exam and direct questions	Delivering lectures and discussions in person	Editing the press photo	The student should demonstrate practical applications of image editing.	2	26
Written and oral exam and direct questions	Delivering lectures and discussions in person	Persuasion techniques in political propaganda	The student should explain political propaganda.	2	27
Written and oral exam and direct questions	Delivering lectures and discussions in person	political propaganda	To understand the methods of political propaganda	2	28
Written and oral exam and direct questions	Delivering lectures and discussions in person	Digital media discourse	To demonstrate digital media discourse analysis skills	2	29
Written and oral exam and direct questions		Second month exam		2	30

Infrastructure

nothing	1. Required textbooks
Media Literacy, Fahd bin Abdul Rahman Al-Shamimari Alternative media blogs, Muhammad Abdul Hamid New Media: Concepts, Tools, and Applications, Abbas Mustafa Sadiq Studies in Electronic Media, Abdul Amir Al-Faisal Media integration in the news industry, Fatima Al-Zahraa Abdel Fattah	2. Main references (sources)
Media Literacy in the Digital Age: The Search for Digital Identity, Ali Asaad, Arab Childhood Magazine, Issue 79, 2011. Competencies of the Digital Media Education Curriculum from the Perspective of Iraqi University Professors, Sahar Khalifa, Al-Bahith Al-'lami Magazine, Issue 40, 2018.	a) Recommended books and references (scientific journals, reports, etc.)
https://e3arabi.com/%D8%A7%D9%84%D8 https://www.ammonnews.net/article/513043	b) Electronic references, websites...

Course descriptions for the second stage

Number of courses: 10

Number of units: 38

Course description template: Media Language 2

1- Course Name
Media Language 2
2-code The course
Lng2
3- Term/Year
2026-2027
4- Date this description was prepared
15/11/2025
5- Available forms of attendance
My presence
6- Total number of study hours
60
7- Name of the course coordinator
Dr. Saleh Majeed Al-Khazraji
8- Course Objectives 1-Student definition Characteristics of media language. 2- The language increasesNo mediaFrom the student's abilitiesBased on explanation and description in a lively and entertaining way. 3- Culture is consideredand reviewAwareness and speaking the languageMediaOne of the most importantThingswhich makesAnnouncementIt helps him form a sound opinion that the public will accept.misguidance About it making the studentDigital MediaConfident in himself, regardless of the circumstances, place, or time. 4-Gain languageMediaStudent skillsConciseness, flexibility, and the ability to express oneself. 5The student gains the skill of communicating with the community on social media platforms.socialAnd public life fromduringHis knowledge of the characteristics and qualities of languageMedia
9- Teaching and learning strategies 1The student was able to become a media professional.digitally Linguistically proficient 2- The ability toself-learning 3-To possess realistic experiences with perceptual perceptions 4- To develop reporting skills 5- Demonstrate the ability to think critically and constructively, and to solve problems by drawing on and benefiting from past experiences.

6-The ability to work in groups and collaborate collectively

10- Course structure

Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Characteristics of media language	The student should learn	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The ability to describe things in a vivid and entertaining way	The student should recognize	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Brevity and flexibility	The student should understand	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Contemporary language is appropriate to the situation..	The student should explain	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Evolutionability	The student should recognize	2	5
Test and direct questions	Delivering lectures and discussions in person	Common mistakes in the language	The student should be aware	2	6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Morphological application	The student should explain		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	active participle	The student should recognize	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	participle	The student should know	2	9
Electronic, written, oral, and direct question tests		The adjective of resemblance and exaggeration	The student should know	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Rhetorical applications to media texts	The student should understand	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	simile	The student should know	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	metaphor	The student should know	2	13
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person	Practical applications	The student should realize	2	14

	or electronically, depending on the general circumstances.				
	My presence	First semester exam		2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Metaphor	The student should know	2	16
		Media language functions	The student should explain	2	17
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	News and Media	The student should explain	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Interpretation and Explanation	The student should explain	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Entertainment and enjoyment	The student should realize	2	20
	My presence		First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Education and socialization	To explain to the student	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Dictionaries of words	The student should learn	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Spelling and punctuation	The student should realize	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The closed taa, the open taa	The student should know	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The medial hamza, the open ta'	The student should learn	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Principles of General Writing	The student should realize	2	27
	My presence	Second semester exam			

49. Course Name:		
Delivery and presentation		
50. Course code:		
DAP		
51. Chapter/Year:		
2026-2027		
52. Date of preparation of this description:		
14/10/2026		
53. Available attendance formats:		
In-person + online (when needed)		
54. Number of study hours (total) / Number of units (total):		
2 hours / 2 units		
55. Name of the course coordinator		
the name:M.D.Majid Khudair Kadhim		
56. Course Objectives		
Understanding performance techniques in delivery and presentation; understanding radio broadcasting. Identifying television performance Getting used to how to face the future Knowledge and understanding are the highest levels of media performance and radio and television program presentation. Subject-specific skills The public presence of a media personality	Course Objectives	
57. Teaching and learning strategies		
1- Scientific lecture method 2- The discussion method involves directing questions to the students and participating in the lecture and tests.	strategy	
58. Course structure		

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Rules of pitch - vocals Types of sounds according to the calendar of acousticians and musicians	The student understands an idea about the topic (rules of pitch and types of sounds).	2	1
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Stages of digital audio production.	The student understands the concept of the topic (Stages of digital audio creation.)	2	2
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Classifying sound according to its characteristics	The student understands the concept of sound segmentation according to its communication characteristics. Internet media	2	3
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Types of sounds Humanity	The student understands the concept of the topic Types of sounds (humanity)	2	4
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Delivery technique.	The student understands the concept of the topic Delivery technique.	2	5
Written and oral news Direct questions	Delivering lectures, discussions, and practical	The sermon, conditions for delivery	The student understands the concept of the sermon topic and the requirements for delivering it.	3	6

	training in person				
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Quality of delivery, introduction The delivery and its history	The student understands the concept of the topic, the quality of the presentation, and the introduction. The delivery and its history	3	7
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	The concept of modern delivery	The student should learn about the quality of delivery, the introduction to the delivery, and its history.	3	8
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Speech devices	The student should become familiar with Speech devices	3	9
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Technical means of meeting Self-control	The student should become familiar with Technical means of meeting: self-control		10
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Modern delivery methods	The student understands the mechanism of operation Modern delivery methods	3	11
Written and oral news	Delivering lectures, discussions, and practical	Main flaws and ways	The student understands	3	12

Direct questions	training in person	Overcome it	The main flaws and ways Overcome it		
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Radio broadcasting	The student understands and learns Radio broadcasting	3	13
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Public speaking exercises Microphone and exercises Self-preparation	The student understands Public speaking exercises Microphone and exercises Self-preparation	3	14
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	First semester exam	First semester exam	3	15
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	The difference between speech And the delivery	The student understands The difference between speech And the delivery	3	16
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	relaxation exercises	The student applies and understands relaxation exercises	3	17
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Level exercises The sound.	The student should learn Level exercises Sound	3	18

Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Assimilation exercises And inversion and manifestation.	The student should learn Assimilation exercises Inversion and manifestation	3	19
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Movement exercises And stillness	The student applies movement and stillness exercises	3	20
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Exercises in speech tone	The student learns Exercises in speech tone	3	21
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Exercises in expressing emotions and conveying feelings	The student understands the concept of the topic Exercises in expressing emotions and conveying feelings	3	22
		Exercises in rhetorical style	The student understands the concept of the topic Exercises in rhetorical style	3	23
		Exercises in storytelling, poetry, and acting	The student understands the concept of the topic	3	24

			Exercises in storytelling, poetry, and acting		
		Radio exercises	The student understands the concept of the topic Radio exercises	3	25
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Exercises in cultural and recreational programs	The student understands: an idea of the topic Exercises in cultural and recreational programs	3	26
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Exercises in avoiding bias and asserting neutrality	The student should know Exercises in avoiding bias and asserting neutrality	3	27
Written and oral news Direct questions	Delivering lectures, discussions, and practical training in person	Characteristic of avoiding bias and emphasizing neutrality	The student should recognize Characteristic of avoiding bias and emphasizing neutrality	3	28
		The distinctive character of the voice and voice distortion exercises	The student should recognize The distinctive character of the voice and voice distortion exercises	3	29
Written and oral news Direct questions				3	30

59. Course evaluation

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

Preparation and class participation: 10 marks م.

Monthly test: 30 points ن.

Final exam: 60 marks س. Total = 100 points ع.	
60. Learning and teaching resources	
There is no prescribed textbook; lectures are conducted according to the specified syllabus.	Required textbooks
The Art of Public Speaking on Radio and Television - Dr. Sami Abdel Hamid 1- The Art of Public Speaking - Abdul Warith 2- Asr The Science of Elocution: Chapters in Vocal Performance - Dr. Hussein Ali HarfAnd Saleh Taleb Daadj 3- Rhetoric - Aristotle, translated by Abd al-Rahman Badawi 4-	Main References
Recommended books and a-referencesRecommended for use in (scientific journals, reports, etc.)	Recommended supporting books and references
https://www.noor-book.com/en/ebook-%D9%81%D9%86 - https://suwaidan.com/%D9%81%D9%86-%D8%A7%D9%84%D8%A7%D9%84%D9%82	Electronic references, websites

Course description template: Graphics and Animation

Course Name:
Graphics and animation
Course code:
GAD
Chapter/Year:
First course

Date of preparation of this description:					
15/10/2026					
Available attendance formats:					
My attendance is theoretical and practical + electronic (when needed)					
Number of study hours (total) / Number of units (total):					
3 hours / 3 units					
Name of the course coordinator					
Name: M.M. Mustafa Razzaq Kadhim Email:mustafa.razzaq@uowa.edu.iq					
Course Objectives					
This course deals with the fundamentals of graphic design and motion graphics techniques.(Motion Graphics), with a focus on employing visual elements to produce effective visual content that serves media, advertising, and cultural purposes. The course introduces students to fundamental design concepts such as line, color, composition, visual rhythm, and visual identity, in addition to the principles of animation, time, and visual movement. The course combines theoretical and practical aspects, teaching students how to use specialized design and animation software to transform ideas into designs and animations that creatively and effectively convey media messages. It also aims to develop aesthetic sense, visual analysis skills, and the ability to work on applied projects that meet the demands of the job market in the fields of digital media and contemporary design..				Course Objectives	
61. Teaching and learning strategies					
Theoretical lectures supported by practical examples. Classroom discussions and analysis of real-life case studies. Applied projects (short reports and research papers). Training in the use of quantitative methods for forecasting and decision making. E-learning through digital resources and educational videos.				strategy	
62. Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture + Discussion	Introduction to Graphic Design	The concept of graphic design and its importance	3	1
	Lecture + Examples	computer application	practical	2	2
Short report	Lecture + Participation	Graphic design from its inception to the Industrial Revolution	The student explains the prospects for the development of graphic design and its contemporary role.	3	3
		practical	practical	2	4
duty	Lecture + Exercise	Graphic design in the nineteenth century	The student reviews the origins and development of graphic design before the Industrial Revolution.	3	5
		practical	practical	2	6
duty	Lecture + Training	Graphic design in the twentieth century 21st century	The student identifies the characteristics of graphic design in the twentieth century. Features of graphic design in the 21st century	3	7
		Practical lecturer	Practical lecturer	2	8
			exam		9

duty	Lecture + practical examples	Image and the area	The student analyzes the image as a visual element in the design. The student explains the role of space in design composition.	3	10
		practical	practical	2	11
duty	Lecture + Case Study	Digital design software – Adobe Photoshop and After Effects	The student uses Adobe Photoshop in digital design. The student uses Adobe After Effects to produce videos.	3	12
		practical	practical	2	13
Class participation	Review + Exercises	Digital art and design	The student explains the relationship between digital design and the information age.	3	14
		practical	practical	2	15
			Second month exam		16
duty	Lecture + Participation	static digital art Animated digital art	The student produces a model of static and animated digital art.	3	17
		practical	practical	2	18
Short test	Lecture + Exercise	The concept of animation Its types and techniques	The student defines the concept of animation. and Types and techniques of animation	3	19
		practical	practical	2	20
	Lecture + Training	2D and 3D animation techniques	The student applies two-dimensional and three-dimensional animation techniques.	3	21
		practical	practical	2	22
duty	Lecture + Discussion	Animation elements	The student identifies the elements of animation.	3	23
		practical	practical	2	24
			First month exam	2	25
a report	Lecture + Case Study	Characteristics and features of animation	The student explains the characteristics and features of animation.	3	26
		practical	practical	2	27
Short report	Review + Exercises	animation industry	The student learns about the stages of animation production.	3	28
		practical	practical	2	29
		The importance of animation in the educational process	The student demonstrates the importance of animation in the educational process.	3	30
		practical	practical	2	
			Second month exam		

63. Course evaluation

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

Preparation and class participation: 10 marks

Monthly test: 30 points.

Final exam: 60 marks

Total = 100 points

64. Learning and teaching resources

A study on graphic design by Professor Ahmed Gamal Eid
Mohsen Printing House
Egypt 2014 m
Deposit number
2014/26932
National Library and Archives - Egypt

Required textbooks

A Study on Graphic Design by Prof. Dr. Ahmed Gamal Eid
Mohsen Printing House
Egypt

Main References

2014 Deposit Number 2014/26932 National Library and Archives - Egypt	
Fundamentals of graphic design, understanding cinema	Recommended supporting books and references
Specialized scientific journals and research Graphic design and animation	Electronic references, websites



Course description template: Contemporary International Issues

Course Name
Contemporary international issues
Course code: cll
Semester/Year
2026-2027
Date this description was prepared
15/10/2026
Available forms of attendance
My presence
Total number of study hours
60
Name of course coordinator
Dr. Abdulmajid Abdullatif Al-Khatib
Course objectives

- 1 –The student should understand the concept of contemporary issues.
- 2 - The student should become familiar with issues of a global nature.
- 3 - To identify contemporary international problems that threaten international peace and security.
- 4 - To become familiar with the emerging issues that have arisen for people in the present era.
- 5 - The student should acquire scientific skills in content analysis and keeping up with the latest developments in contemporary crises and issues in the world.
- 6 - Working to develop the student's skills in understanding the charitable and reporting aspects.

Teaching and learning strategies	9-
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- 1 - Demonstrating the student's ability to keep up with developments in contemporary issues globally.
- 2 - Adhering to time controls for managing crisis and issue content.
- 3 - Linking current experiences based on the occurrence of similar crises in the past.
- 4 - The student was able to follow up on human rights.
- 5 - Expanding the student's horizons by giving him real-life experiences of events and issues.
- 6 - The ability to absorb information, given that the student is a media professional, and its sources are (audio - visual - written).

Course structure	10-
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Evaluation Method	Teaching method	Unit name	Education outcomes	Number of hours	T
Written test and direct questions	Delivering lectures and discussions in person	Concept and definition of contemporary international issues	The student should know	2	
Written test and direct questions	Delivering lectures and discussions in person	The difference between contemporary international, regional, and local issues	The student should realize	2	
Written test and direct questions	Delivering lectures and discussions in person	Obstacles to democracy in the world	Student understanding	2	
Written test and direct questions	Delivering lectures and discussions in person	International migration and refugees	To explain to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Energy and petroleum security	The student should realize	2	
Written test and direct questions	Delivering lectures and discussions in person	International terrorism and extremism	The student should know	2	
Written test and direct questions	Delivering lectures and discussions in person	International wars and conflicts	To explain to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	climate change	The student should understand	2	
Written test and direct questions	Delivering lectures and discussions in person	drugs	The student should recognize	2	
Written test and direct questions	Delivering lectures and discussions in person	Violence against children	The student should strive	2	
Written test and direct questions	Delivering lectures and discussions in person	Population density	The student should be informed	2	
Written test and direct questions	Delivering lectures and discussions in person	globalization	To explain to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Water security	The student should know	2	
Written test and direct questions	Delivering lectures and discussions in person	Clash of Civilizations	It shows the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Weak national integration and citizenship	It explains to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	economic crises	The student should know	2	

Written test and direct questions	Delivering lectures and discussions in person	natural disasters	The student should realize	2	
Written test and direct questions	Delivering lectures and discussions in person	Health welfare issues and the housing crisis	The student should realize	2	
Written test and direct questions	Delivering lectures and discussions in person	Cyber and information warfare	The student should know	2	
Written test and direct questions	Delivering lectures and discussions in person	Human rights violations	To explain to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Children's accessories	To understand the impact of children's well-being on society	2	
Written test and direct questions	Delivering lectures and discussions in person	The spread of epidemics and viruses	The student should realize	2	
Written test and direct questions	Delivering lectures and discussions in person	The arms race and the proliferation of weapons	It explains to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Poverty issues in the world	To show the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Environmental issues and desertification	It explains to the student	2	
Written test and direct questions	Delivering lectures and discussions in person	Global indebtedness or external debt	The student should understand	2	
Written test and direct questions	Delivering lectures and discussions in person	Education issues in the world	The student should know	2	
Written test and direct questions	Delivering lectures and discussions in person	Environment and Sustainable Development	The student should know		
Written test and direct questions	Delivering lectures and discussions in person	Arab-Israeli conflict	The student should understand		

Course evaluation	11-
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The grade is distributed out of 100 according to the tasks assigned to the student, such as daily preparation, daily and monthly exams, and writing reports.

First semester daily exams

15% 5%

Second semester, daily exams, final exam

15% 5% 60%

1 - The theoretical exam for the first semester is worth 15%, plus 5% marks that include the daily exam, attendance and participation.

2 - The theoretical exam for the second semester is worth 15%, plus 5% marks that include the daily exam, attendance and participation.

3 - Chapter One 20%.

4 – Chapter Two 20%.

5 - Final exam: 60%.

Sources	12-
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1 - Khalil Hassan, Contemporary International Issues, A Study of Topics in the New World Order, Dar Al-Manhal Al-Lubnani, Beirut, 2007.

2 - Faiza Barakat: Illegal Countermeasures, University of Hadj Khader, Batna, Lectures of the academic year 2011-2012.

3 - Salwa Ben Hadid, Political Readings on Current Topics and Issues, Al-Malikiyah P.O. Box 58, Algeria, 2008.

4 - New university theses and dissertations.

Infrastructure	13-
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University studies and research, books related to the prescribed topics.	Required textbooks
University theses / University textbooks	Main references (sources)

Curriculum Development Plan	14-
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1- Reviewing published material on the subject through research, studies, and scientific conferences. Following visual, audio, and print media.

2 - Writing studies and research papers related to the topics established in the course curriculum.



Course Description Digital editing (interview and correspondence)

This course description provides a concise summary of the course's key features and the expected learning outcomes for the student, demonstrating whether they have made the most of the opportunities. Learning Available. It must be linked to the program description.;

Warith Al-Anbiya University	0. Educational institution
Digital Media Department	1. Sections scientific/ Center
Vocabulary for the Digital Editing course (Interview and Correspondence) /DEIC	2. Course Name/Code
mandatory	3. Available forms of attendance
M.M. Walaa Mahmoud Shaker	4. Name of the course instructor
annual	5. Semester/Year

60 hours	6. Number of study hours(The whole)
15/10/2026	7. Date this description was prepared
8. Course Objectives: The course aims to introduce the concept Vocabulary for the Digital Editing course (Interview and Correspondence) In general, this includes understanding the most important characteristics, elements, concepts, and principles of digital interviewing, in addition to identifying Types A For interviews in the digital world ((Text, video, audio) And how to prepare for it, as well as Building a relationship with the guest and ways Using video and audio tools And Use Programs (Zoom, Skype, and Teams and getting to know Best practices for making interviews visually and aurally appealing Mechanisms and methods of writing The opposite at.	

9. Outputs of the Decision Methods of teaching, learning, and assessment
the Cognitive objectives: A1-He knows Digital interview (general concepts). A2-The student is able Preparing for interviews in the digital world The journalist. A3-The student learns Methods for properly preparing for digital interviews and Good preparation for digital questions A4-He recognizes Types of digital interviews (text, video, audio) A5-master Tools needed for conducting video and audio interviews and How to use Zoom, Skype, and Teams for conducting interviews
B - Goals Skills pertaining to Decision. B1 -The student acquires skills in writing news, reports, and online news articles. B2 -The student acquires practical skills in writing news articles and reports. B3 - The student acquires practical and scientific skills that help him to perform his duties as required.
Teaching and learning methods
1- Scientific lecture method 2- The discussion method involves directing questions to the students and participating in the lecture and tests. 3- Scientific visits to media institutions
Assessment methods
In-person lectures Visual aids (video)-Display screen-blackboard-practical application
C-Affective and value-based objectives A1-Demonstrate professional responsibility at work by objectively drawing on past historical experiences to provide practical, interactive value. Part 2-Demonstrate the ability to think critically and constructively, and to solve problems by drawing on and benefiting from past experiences. Q3-The ability to work in groups and collaborate collectively

C4- The ability to manage time optimally

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

D1- The student was able to become a successful media professional.

2- The ability to Self-knowledge

D3-To possess realistic experiences with perceptual perceptions

D4-To develop reporting skills

5. Course structure					
Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The concept of a news report	The student understands the concept of the topic	3	1
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The evolution of the news report	The student understands the concept of the topic	3	2
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Characteristics of a news story	The student understands the concept of the topic	3	3
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Types of news reports	The student understands the concept of the topic	3	4
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Sources of the news report	The student understands the concept of the topic	3	5
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The six questions for editing a news report	The student understands the concept of the topic	3	6
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Technical templates for editing news articles	The student understands the concept of the topic	3	7
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications for editing news articles	The student should become familiar with	3	8
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Press coverage of the news	The student should become familiar with	3	9
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications for news coverage	The student understands the mechanism of operation	3	10
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Skills required for editing news articles	The student understands	3	11
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Using skills to edit news articles – practical applications	The student learns	3	12
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	News values	The student understands	3	13
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications in adhering to journalistic values	The student should learn	3	14
Written and oral exam and direct questions	First semester exam			3	15
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	News in online press	The student understands	3	16
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Technical templates for news editing in online journalism		3	17

Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications for news editing in online journalism	The student should learn	3	18
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Writing the headline for a news article	The student should learn	3	19
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications for writing headlines for news articles	The student applies the practical method of the experiment.	3	20
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Mechanisms for using images in writing news articles	The student learns	3	21
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The concept of a press report	The student understands the concept of the topic	3	22
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The importance of the press report	The student understands the concept of the topic	3	23
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Characteristics of a journalistic report	The student should know	3	24
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Types of journalistic reports	The student should learn about the different types of reports.	3	25
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The report and its relationship to other journalistic arts	The student should know	3	26
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Editing the press report	The student should learn	3	27
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications for editing journalistic reports	The student should learn practical applications	3	28
Written and oral exam and direct questions		Second month exam		3	30

Infrastructure	
nothing	1. Required textbooks
The Art of Journalistic Reporting by Farouk Abu Zeid Journalistic Editing in the Information Age, by authors Hosni Nasr and Sanaa Abdel Rahman Technical Techniques in Journalistic Editing by Abdul Aziz Sharaf The Sociology of News Reporting by Abdel Fattah Ibrahim	2. Main references (sources)
Journal of the Media Researcher, University of Baghdad, Volume 1, Issue 1, 2005	a) Recommended books and references (scientific journals, reports, etc.)
https://rawabetcenter.com/archives/82162 https://www.ahewar.org/debat/show.art.asp?aid=137885	b) Electronic references, websites...
Curriculum development plan: Keeping pace with scientific advancements and utilizing modern methods in media studies, as well as identifying weaknesses and implementing the fundamental principles of comprehensive educational quality management.	



The report described the crimes of the Ba'ath regime in Iraq.

1. Course Name	
Crimes of the Ba'ath regime in Iraq	
2. Course Code	
crmes	
3. Term/Year	
2026- 2027	
4. Date this description was prepared	
15/10/2026	
5. Available attendance formats	
In-person – online (when needed)	
6. Total number of study hours, total number of units	
2 hours / 2 units	
7. Name of the course coordinator (if there is more than one, mention it).	
Name: Dr. Narmin Abdul Amir Salman phone number : Email: nermeen.abd@uowa.edu.iq	
8. Course Objectives	
To learn about and become aware of the crimes committed by the defunct and dissolved Ba'ath Party against the Iraqi people from all its diverse groups, and to establish awareness among students to reject all forms of injustice and tyranny of these regimes and to demand all civil and political rights.	Course objectives
Teaching and learning strategies	
Relying on theoretical and practical education to develop self-skills supported by practical examples1- 2- Time management and prioritization skills, along with the ability to work in an organized manner. 3- The participation of all students, in their various roles, in developing information within its legal framework and in accordance with their specialization. 4- Diversifying the use and application of multiple and modern educational methods to increase the student's desire to learn and develop himself. 5- Interactive learning and involving the student in writing the research paper and participating in preparing and delivering lectures within the course.	strategy

10. Course Structure					
Evaluation Method	Teaching method	Unit or topic name	Required learning outcomes	Hours	Week
Question and Answer	Giving the lecture + Discussion	Baathist crimes according to the Iraqi Criminal Court Law	The student learned about the Ba'athist crimes according to the Iraqi Criminal Court Law.	2	1
Short test	Giving the lecture + A example	The concept of crimes and their categories	To distinguish between the concept of crimes and their categories	2	2
Question and Answer	Giving the lecture + Share	Definition of crime, linguistically and technically	To clarify the terminology and language for the student	2	3
a report	Giving the lecture	Crime Departments	To learn about crime categories	2	4
Classroom questions	Giving the lecture Using the whiteboard (display)	Types of international crimes	To learn about the types of international crimes	2	5
Question and Answer	Giving the lecture and discussion	Decisions issued by the Criminal Court	To learn about the decisions issued by the Criminal Court	2	6
oral test	Giving the lecture Asking questions	Psychological and social crimes and the most prominent violations of the Ba'ath Party	To identify psychological and social crimes and the most prominent violations of the Ba'ath Party	2	7
duty	Lecture and discussion	psychological crimes	To identify psychological crimes	2	8
Question and Answer	Giving the lecture Using the whiteboard	Mechanisms of psychological crimes	To understand the mechanisms of psychological crimes	2	9
viva voce	Giving the lecture Using the whiteboard	Effects of psychological crimes	To identify the effects of psychological crimes	2	10
Question and Answer	Giving the lecture The discussion was in person.	social crimes	To identify social crimes	2	11
duty	Giving the lecture	militarization of society	To clarify the concept of the militarization of society	2	12
Question and Answer	Giving the lecture	The Ba'ath Party's stance on religion	To understand the Ba'ath Party's stance on religion	2	13
Question and Answer + Homework	Giving the lecture and discussion	Violation of Iraqi laws Images of human rights violations	To identify violations of Iraqi laws and to identify images of human rights violations	2	14
Written exam	written	The exam	Final exam	2	15
Question and Answer	Giving the lecture And a discussion in person	Some decisions regarding political violations	To learn about some political violations decisions	2	16
Question and Answer	Giving the lecture	prisons and detention centers	To identify prison and detention centers	2	17

	Using PowerPoint presentations				
Question and Answer	Giving the lecture PowerPoint	Environmental crimes of the Ba'ath regime	To identify the environmental crimes of the Ba'ath regime	2	18
oral news	Lecture and discussion	war pollution	To identify war pollution	2	19
Question and Answer	Giving the lecture	destruction of cities and villages	To learn about the destruction of cities and villages	2	20
a report	Giving the lecture	draining the marshes	To learn about the draining of the marshes	2	21
Question and Answer	Giving the lecture	clearing orchards	To learn about the clearing of orchards	2	22
a report	Giving the lecture PowerPoint	mass graves	To identify mass graves	2	23
Question and Answer	Giving the lecture Practical examples	Genocide events	To learn about the events at the genocide mass graves	2	24
viva voce	Giving the lecture and discussion	Symbolic classification of genocide graves	To identify the symbolic classification of genocide graves	2	25
Display only	Giving the lecture Examples	Display of documents on genocide crimes	To learn about the presentation of documents on genocide crimes	2	26
Presentation + Q&A	Video presentation	Presentation of Criminal Court decisions	To learn about the presentation of criminal court decisions	2	27
Presentation + Short Test	Video presentation	The charges brought against Saddam and his associates	To learn about the charges brought against Saddam and his associates	2	28
Display only	Video presentation	Display of photographic evidence of the crimes	Viewing and viewing video documentation of crimes	2	29
Final exam	written	The exam	Final exam	2	30

11. [Unclear]YThe scheduled

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

A–Preparation and class participation: 10 marks

b) Monthly test: 30 marks

C - Final Exam: 60 marks

d- Total = 100 points

12. Sources of Education and Teaching

Crimes of the Ba'ath regime in Iraq	Required textbooks (methodology, if applicable)
Archive of the Political Prisoners FoundationN	Main references (sources)
	Popular books and references recommended by scientific journals, Reports...
	Electronic references, websites



Course DescriptionMedia language in English

This course description provides a concise summary of the course's key features and the expected learning outcomes for the student, demonstrating whether they have made the most of the opportunities. Learning Available. It must be linked to the program description.;

Warith Al-Anbiya University	9. Educational institution
Digital Media Department	10. Sectionscientific/ Center
Media language in English /MLE2	11. Course Name/Code
mandatory	12. Available forms of attendance
A.M.D.Mohammed Nabil Al-Haboubi	13. Name of the course instructor
annual	14. Semester/Year
Two hours per week	15. Number of study hours(The whole)
15/10/2026	16. Date this description was prepared
17. Course Objectives to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills to improve his\her grammar +know some media terms to know some vocals +improve translation skills	

18. Outputs of theDecisionMethods of teaching, learning, and assessment

to improve his\her grammar +know some media terms	A-
to know some vocals +improve translation skills	
to improve his\her grammar +know some medi terms	
to kow some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
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to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
B - GoalsSkilypertaining toDecision.	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
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to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
to improve his\her grammar +know some media terms	
to know some vocals +improve translation skills	
Teaching and learning methods	
1-Via scientific lecture	
2-Via asking questions and let the student answer them.	
Assessment methods	
Daily bilateral	
Short examination	
Monthly examination	
Final examination	
Value-based and emotional goals	To be responsible at work
	To be able to think in an active way
	To be able to work in groups and to be cooperative
	to run time in the best way.
D - General skills andRehabilitationTransferable (other skills related to employability and personal development).	
	To be a successful English speaker
	To be able to be self-learning
	To have real experiences and imaginations
	To develop his/her skills

b. Course structure						
Online, written, oral tests and direct questions	Online lecture	Reading passage Grammatical subject Media terms	Grammatical subject Media terms	2	8	
Online, written, oral tests and direct questions	Online lecture	Reading passage Translation passage Media terms	Reading passage Translation passage Media terms	2	9	
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Listening passage Media terms	grammatical subject Listening passage Media subject	2	10	
Online, written, oral tests and direct questions	Online lecture	Reading passage Listening passage Translation passage Media terms	Reading passage +Translation passage Media terms	2	11	
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Media subject Media terms	Grammatical subject Media subject Media terms	2	12	
Online, written, oral tests and direct questions	Online lecture	Reading passage Translation passage Media terms	Reading passage +Listening passage Translation passage	2	13	
Online, written, oral tests and direct questions	Online lecture	Translation passage Grammatical subject Listening passage Media terms		2	14	
Online, written, oral tests and direct questions	First examination term			2	15	
Online, written, oral tests and direct questions	Online lecture		Reading passage Translation passage Media terms	2	16	
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Listening passage Media terms	2	17	
Online, written, oral tests and direct questions	Online lecture		Reading passage Translation passage Media terms	2	18	
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	19	
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Listening passage Media terms	Reading passage Listening passage Translation passage Media terms	2	20	
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Listening passage Media terms	Reading passage Translation passage Media terms	2	21	
Online examination	Online lecture	Reading passage Translation passage Media terms	Grammatical subject Listening passage Media terms	2	22	
Online, written, oral tests and direct questions	Online lecture		Reading passage Translation passage Media terms	2	23	

A Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	24
Online, written, oral tests and direct questions	Online lecture		Reading passage Listening passage Translation passage Media terms	2	25
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	26
Online, written, oral tests and direct questions	Online lecture		Reading subject Translation subject Media terms	2	27
Online, written, oral tests and direct questions	Online lecture		Reading passage Listening passage Translation passage Media terms	2	28
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	29
Online, written, oral tests and direct questions	Online lecture	The second examination terms		2	30

Infrastructure

.....	1. Required textbooks
English for mass media Nabil Muhammad Ali	2. Main references (sources)
.....	a) Recommended books and references (scientific journals, reports, etc.)
.....	b) Electronic references, websites...

Curriculum development plan: to adopt contact method in teaching English language.



Course description: Digital Technologies

	Course Name .
Digital technologies	
	Course code .
DT	
	Chapter and Year .
2026-2027	
	Date this description was prepared .
15/10/2026	
	Available forms of attendance .
	My presence
	Number of hours of theRaasaThe whole
	90 study hours
	Name of course coordinator .
M.M. Haider Khalil Ibrahim	
	Course objectives .

The student should understand the digital foundations of transformation and its impact on the contemporary media landscape..

The student should master the use of digital multimedia production tools (text, image, video, audio)..

The student should develop the ability to formulate an effective creative strategy..

To analyze the behavior of digital content using Programs Analysis and effectiveness.

The student should be introduced to the latest emerging media technologies, such as artificial intelligence and augmented reality..

To apply the principles of digital marketing, including search engine optimization(SEO) and social media ads.

7 To get to know the new students and the professionalism of working in the digital media space.

Teaching and learning strategies .

1 Media project-based learning:
Simulating real-world work environments through the design and implementation of integrated digital projects (such as a social media campaign, podcast, or blog) that produce publishable content and add to the student's professional portfolio..

2 Live, experiential learning in the digital studio:
Direct practical application in well-equipped labs (for audio, video, editing) using professional software, simulating real media production scenarios and managing digital platforms..

3 A flipped classroom focused on application.
Presenting theoretical and technical content via recorded materials or online platforms before the lecture, and transforming class time into practical workshops, discussion sessions, and designing solutions to digital media challenges..

4 Data and performance-based learning
Training students to collect and analyze real digital content performance indicators (such as views, engagement, and conversion) using analytics tools, and to make informed editorial and marketing decisions based on the results..

5 Integrated cross-disciplinary education
Linking technical skills to the media context by integrating graphic design with digital storytelling, digital marketing with video production, and media ethics with digital campaign management, to prepare professionals capable of integrating into work teams..

Course structure .

Chapter One

Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Introduction to Digital Technologies + Basic Concepts of Digital Technologies	The student should learn about the concept of digital technologies and their concepts.	3	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The new media structure of the 21st century	The student should become familiar with the new media structure in the twenty-first century.	3	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media applications of the Internet	The student should become familiar with the media applications of the Internet.	3	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Areas of benefit from modern technology in the field of media	The student should learn how to utilize modern technology in the field of media.	3	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital information sources	The student should learn about digital information sources.	3	5
First month exam					6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The role of artificial intelligence in media	The student should learn about the role of artificial	3	7

			intelligence in media.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Artificial intelligence applications in online journalism	The student will learn about the applications of artificial intelligence in electronic journalism.	3	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Arab journalism and artificial intelligence	The student should learn Arabic journalism and artificial intelligence.	3	9
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Communication technology	The student should learn communication technology.	3	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	cloud computing	The student should learn about cloud computing.	3	11
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Internet of Things	The student should learn about the Internet of Things.	3	12
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Metaphysical flags	The student should become familiar with metaphysical symbols.	3	13
Monthly exam 2					14
Review topicsChapter One					15
Chapter Two					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Big data	The student should become familiar with big data.	3	16
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The student should learn computational thinking.	The student should learn computational thinking.	3	17
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Computer networks	The student should learn about computer networks and their types.	3	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Automation and the reasons for moving towards it	The student should understand the reasons for moving towards automation.	3	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Virtual and Augmented Reality	The student should learn about virtual and augmented reality.	3	20
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Cybersecurity	The student should learn cybersecurity	3	21
First month exam					22

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	robots	The student will learn about robots.	3	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Machine learning	The student should learn what machine learning is and how to train and test it.	3	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Electronic publishing	The student should learn electronic publishing.	3	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	fuzzy computing	The student should learn fuzzy computing.	3	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital Marketing	The student should learn digital marketing	3	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital Content Management	The student should learn how to manage digital content.	3	28
Second semester exam					29
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical applications		3	30
Final exam					31
Course evaluation .					
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc. 20 (marks for the first semester) 15 theory and 5 practical 20 (marks for the second semester) 15 theory and 5 practical degreeAnnual effort 40and60 marks on the final exam					
Learning and teaching resources .					
University of Dhi Qar Curriculum / College of Media / Department of Digital Media Media Technology in the Digital Age					



Course Name .					
Principles of Computer Networks					
Course code .					
CNF					
Chapter and Year .					
2026-2027					
Date this description was prepared .					
15-10-2026					
Available forms of attendance .					
My presence					
Total number of study hours					
90 study hours					
Name of course coordinator .					
M.M. Ali Jaber Shanawa					
Course objectives .					
The student should understand the theoretical foundations of computer network architecture and the main communication protocols.(Such as TCP/IP) and its importance in digital media infrastructure. To learn about the types of networks(LAN, WAN, MAN) and their technologies, and the ability of each type to support broadcasting and media distribution systems. To analyze bandwidth requirements(Bandwidth) and Quality of Service (QoS) required to broadcast different media content (text, audio, video) over networks. To apply basic network security principles and protect transmitted media data from hacking and unauthorized access. To evaluate network performance and stability as a critical factor in the quality of user experience for live and stored media content.. To understand the role of web serversWeb servers and content servers (CDNs) accelerate and distribute the load for media websites and video platforms. To become familiar with wireless networking technologies(Wi-Fi, 5G) and its impact on the production and consumption of mobile media content. To analyze the relationship between network architecture and scalability(Scalability) Digital media platforms to accommodate large numbers of users. To be informed about emerging technologies in networks(Such as 6G networks, edge computing) and their future implications for the media industry. To apply network management and monitoring concepts to ensure the continuity of digital media platforms and avoid service interruptions..					
Teaching and learning strategies .					
Learning through practical simulation Using simulation software(Such as Packet Tracer) to build and design virtual networks and implement their basic configurations in a secure and cost-free manner. Problem-based learning Presenting realistic network failure scenarios (such as network slowdown or outage), analyzing and diagnosing them, and finding appropriate solutions step by step.. Applied learning in the laboratory Creating physical local networks(LAN) in the lab using actual equipment (such as routers, switches and cables) and manually connecting and configuring devices. Project-based collaborative learning Divide the students into teams for a project to design an integrated network for a virtual media organization, with roles distributed (network manager, security officer, architecture planner).. Standard visual learning Using animation and visual representations(Visualizations) To illustrate the path of data packets through different network layers, and to transform abstract concepts into tangible images.					
Course structure .					
Chapter One					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Introduction to Digital Technologies + Basic Concepts of Digital Technologies	The student should learn about the concept of digital technologies and their concepts.	3	1

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The new media structure of the 21st century	The student should become familiar with the new media structure in the twenty-first century.	3	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media applications of the Internet	The student should become familiar with the media applications of the Internet.	3	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Areas of benefit from modern technology in the field of media	The student should learn how to utilize modern technology in the field of media.	3	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital information sources	The student should learn about digital information sources.	3	5
First month exam					6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The role of artificial intelligence in media	The student should learn about the role of artificial intelligence in media.	3	7
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Artificial intelligence applications in online journalism	The student will learn about the applications of artificial intelligence in electronic journalism.	3	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Arab journalism and artificial intelligence	The student should learn Arabic journalism and artificial intelligence.	3	9
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Communication technology	The student should learn communication technology.	3	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	cloud computing	The student should learn about cloud computing.	3	11
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Internet of Things	The student should learn about the Internet of Things.	3	12
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Metaphysical flags	The student should become familiar with metaphysical symbols.	3	13
Monthly exam 2					14
Review of topics from Chapter 1					15
Chapter Two					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and	Big data	The student should become familiar with big data.	3	16

	discussions in person				
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The student should learn computational thinking.	The student should learn computational thinking.	3	17
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Computer networks	The student should learn about computer networks and their types.	3	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Automation and the reasons for moving towards it	The student should understand the reasons for moving towards automation.	3	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Virtual and Augmented Reality	The student should learn about virtual and augmented reality.	3	20
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Cybersecurity	The student should learn cybersecurity	3	21
First month exam					22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	robots	The student will learn about robots.	3	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Machine learning	The student should learn what machine learning is and how to train and test it.	3	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Electronic publishing	The student should learn electronic publishing.	3	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	fuzzy computing	The student should learn fuzzy computing.	3	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital Marketing	The student should learn digital marketing	3	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Digital Content Management	The student should learn how to manage digital content.	3	28
Second semester exam					29
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical applications		3	30
Final exam					31
Course evaluation .					
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc. 20 (marks for the first semester) 15 theory and 5 practical 20 (marks for the second semester) 15 theory and 5 practical The annual coursework grade is 40, and the final exam grade is 60.					



Course descriptions for the third stage

Number of courses: 10

Number of units: 40

The course describes media ethics and legislation.

1- Course Name
Media ethics and legislation
2-codeThe course
SDRT
3- Term/Year
2026-2027
4- Date this description was prepared
15/10/2026
5- Available forms of attendance
In-person + online (when needed)
6- Total number of study hours
2 hours + 2 units
7- Name of the course coordinator
Dr. Narmin Abdul Amir Salman
8- Course Objectives

To introduce students to the basic concepts of professional ethics in media work and their importance in regulating media behavior¹

.To enable students to understand the ethical values and standards that govern media practice in its various forms

To provide students with a comprehensive understanding of national and international media legislation and laws related to media work.

Developing students' awareness of the legal rights and duties of journalists, and the responsibilities arising from their professional practice.

Enhancing students' ability to distinguish between freedom of expression and its accompanying ethical and legal obligations

Training students to analyze ethical and legal issues and problems facing the media, and to take sound professional stances regarding them.

Establishing the principles of integrity, objectivity, respect for privacy, and avoiding defamation and misinformation in media work.

Preparing students to practice media work within a legal and ethical framework that aligns with societal values and professional standards.

9- Teaching and learning strategies

Relying on theoretical and practical education to develop self-skills supported by practical examples¹-

2- Time management and prioritization skills, along with the ability to work in an organized manner.

3- The participation of all students, in their various roles, in developing information within its legal framework and in accordance with their specialization.

4- Diversifying the use and application of multiple and modern educational methods to increase the student's desire to learn and develop himself.

5- Interactive learning and involving the student in writing the research paper and participating in preparing and delivering lectures within the course.

10- Course structure

Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Definition of the legal rule, introduction and general principles, definition of crime, crimes and their types.	The student should learn the concept of a legal rule.	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Definition of media law and its relationship to other laws	The student should become familiar with the legal frameworks of the media process.	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Freedom of journalistic work, the freedoms that accrue to journalists	The student should understand the concept of freedom of expression.	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media responsibility and professional ethics	To explain to the student the concept of legal responsibility	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Definition of crimes of opinion and publication, their elements, prohibitions of publication, conditions for crimes of publication	To explain to the student the legal framework for crimes of opinion and publication	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Explanation of Article 38 of the Constitution relating to	Regulating freedom of thought and media	2	6

		freedom of thought and media	in the Iraqi constitution		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media and International Law Duties	The student should become familiar with the duties associated with media work.		7
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media censorship in democratic and developing countries: its methods	The student should become familiar with censorship in the media.	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Advantages of freedom of media work	The student should understand the meaning of media freedom.	2	9
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Freedom of the press and the pressures imposed	The student should understand the pressures imposed within the field of media work.	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Guarantees within the scope of freedom of media work	The student should understand the freedom and guarantees of the media.	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Public and private ownership of media outlets; intellectual property rights in the press.	The student should understand the concept of media ownership.	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Rights of the journalist	To explain to the student the rights associated with media work	2	13
		First month written exam – First semester	Written exam	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Steps for the right of access to information and approval of periodical publications	The student should understand the right to access information.	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Media legislation (definition - concept)	The student should become familiar with media legislation.	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Brief historical overview of media legislation in contemporary Iraq	The student should become familiar with historical aspects of media legislation.	2	17

Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Crimes of aggression against the reputation	The student should explain the concept of crimes of aggression in consideration	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Crimes of Disclosure and Misrepresentation - Their Elements - Their Types	The student should explain the crimes of disclosure and misrepresentation.	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Methods for detecting crimes of misleading public opinion	The student should understand methods for detecting crimes related to media work.	2	20
	My presence	Incitement crimes	The student should learn about the concept of incitement crimes.	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of electronic publishing crimes - its elements	To explain to the student the concept of electronic publishing crimes	2	22
	My presence	First Month Exam – Second Semester	Written exam	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Intellectual property and media ethics codes	The student should learn about intellectual property.	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Articles of the Arab Code of Honor	The student should know the articles of the Arab Code of Honor.	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Journalists' Rights Law	The student should understand the law on journalists' rights.	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media and Communications Commission – its establishment – its duties	The student should be familiar with the Media and Communications Commission.	2	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Code of journalistic ethics in Iraq and the Arab world General guidelines for broadcasting media	The student should understand the code of journalistic ethics.	2	28
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Journalistic monitoring: Examples of newspapers that violate journalistic ethics.	To show the student journalistic monitoring	2	29
		Written exam	Second Monthly Exam – Second Semester	2	30



Course description template Academic investigative reporting

65. Course Name:	investigative reports
66. Course code:	RFTUN
67. Chapter/Year:	2026-2027
68. Date of preparation of this description:	14/10/2026
69. Available attendance formats:	In-person + online (when needed)
70. Number of study hours (total) / Number of units (total):	2 hours / 2 units
71. Name of the course coordinator	M.M. Haider Ali Hamoud Email:haider.ali@uowa.edu.iq
72. Course Objectives	The student should learn about the concept of investigative journalism. The student should study the differences between investigative journalism and traditional journalism. The student should be introduced to investigative journalism in the Arab world. Course Objectives

The student should learn about the stages of completing an investigative report, from idea to publication. To explain to the student the laws and ethics of investigative journalism The student should understand how to utilize the internet and technology in investigative journalism. The student should have the ability to understand Iraqi, Arab, and international investigative journalism.	
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73. Teaching and learning strategies

Scientific lecture method	1-	strategy
The discussion method involves directing questions to the students and participating in the lecture and tests.	2-	

74. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures and discussions in person	The concept of investigative journalism	The student understands the concept of the topic	2	1
Written and oral exam and direct questions	Delivering lectures and discussions in person	Differences between investigative journalism and traditional journalism	The student understands the concept of the topic	2	2
Written and oral exam and direct questions	Delivering lectures and discussions in person	Investigative journalism in the Arab world	The student understands the concept of the topic	2	3
Written and oral exam and direct questions	Delivering lectures and discussions in person	Completing the investigative report from idea to publication	The student understands the concept of the topic	2	4
Written and oral exam and direct questions	Delivering lectures and discussions in person	Investigative journalism in the Arab world	The student understands the concept of the topic	2	5

Written and oral exam and direct questions	Delivering lectures and discussions in person	The art of interviewing	The student understands the concept of the topic	2	6
Written and oral exam and direct questions	Delivering lectures and discussions in person	Evolution	The student understands the concept of the topic	2	7
Written and oral exam and direct questions	Delivering lectures and discussions in person	Finding an investigation idea and formulating a hypothesis	The student should become familiar with	2	8
Written and oral exam and direct questions	Delivering lectures and discussions in person	Writing investigative journalism	The student should become familiar with	2	9
Written and oral exam and direct questions	Delivering lectures and discussions in person	Sources of investigative reports	The student understands the mechanism of operation	2	10
Written and oral exam and direct questions	Delivering lectures and discussions in person	Image	The student understands	2	11
Written and oral exam and direct questions	Delivering lectures and discussions in person	Fields of investigative journalism	The student learns	2	12
Written and oral exam and direct questions	Delivering lectures and discussions in person	Loopholes in the law	The student understands	2	13
Written and oral exam and direct questions	Delivering lectures and discussions in person	First semester exam	The student should learn	2	14
Written and oral exam and direct questions		Laws and ethics of investigative journalism	First semester exam	2	15
Written and oral exam and direct questions	Delivering lectures and discussions in person	Using the internet and technology in investigative journalism	The student understands	2	16
Written and oral exam and	Delivering lectures and	outer space		2	17

direct questions	discussions in person				
Written and oral exam and direct questions	Delivering lectures and discussions in person	Investigative reports: Iraqi, Arab, and international	The student should learn	2	18
Written and oral exam and direct questions	Delivering lectures and discussions in person	Formal organization	The student should learn	2	19
Written and oral exam and direct questions	Delivering lectures and discussions in person	Optical illusion	The student applies the practical method of the experiment.	2	20
Written and oral exam and direct questions	Delivering lectures and discussions in person	A global model for investigative journalism	The student learns	2	21
Written and oral exam and direct questions	Delivering lectures and discussions in person	Investigative journalism in the Iraqi world	The student understands the concept of the topic	2	22
Written and oral exam and direct questions	Delivering lectures and discussions in person	Early prospectors	The student understands the concept of the topic	2	23
Written and oral exam and direct questions	Delivering lectures and discussions in person	Watergate scandal	The student should know	2	24
Written and oral exam and direct questions	Delivering lectures and discussions in person	Text verification	The student should learn about the different types of reports.	2	25
Written and oral exam and direct questions	Delivering lectures and discussions in person	Ethics of investigative journalism	The student should know	2	26
Written and oral exam and direct questions	Delivering lectures and discussions in person	The need to develop codes of conduct	The student should learn	2	27

Written and oral exam and direct questions	Delivering lectures and discussions in person	Organized search on the Internet	The student should learn practical applications	2	28
Written and oral exam and direct questions	My presence	Second month exam		2	29
Written and oral exam and direct questions	My presence	A global model for investigative journalism	The student should learn practical applications	3	30

75. Course evaluation

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

Preparation and class participation: 10 marks ش.

Monthly test: 30 points ت.

Final exam: 60 marks ث.

Total = 100 points خ.

76. Learning and teaching resources

There is no prescribed textbook; lectures are conducted according to the specified syllabus.	Required textbooks
Dr. Abdul Razzaq Al-Dulaimi - Media Ethics and Legislation Dr. Ammar Hamad Al-Hajami–Media legislation and ethics	Main References
Recommended books and a-references Recommended for use in (scientific journals, reports, etc.)	Recommended supporting books and references

Course description template: Fundamentals of Programming

Course Name:						
Programming basics						
Course code:						
fghj						
Chapter/Year:						
2026-2027						
Date of preparation of this description:						
15/10/2026						
Available attendance formats:						
In-person + online (when needed)						
Number of study hours (total) / Number of units (total):						
2 hours / 2 units						
Name of the course coordinator						
Name: M.M. Abbas Assem Mutashar Email: abbas.asim@uowa.edu.iq						
Course Objectives						
When it comes to programming, the goals are simple: to make Things are faster, easier, and more efficient. But how do we achieve this? Goals can vary greatly depending on The application. The programmer might want to create a new software application to speed up The process, or making it easier to use. On one hand Others might be working on making a program An existing one that works faster or uses less memory. Ultimately, the goal of programming is to make our lives easier. During task automation or problem-solving in new ways And innovative. As technology advances, the possibilities of what we can do increase. Its achievement using code is limitless. Identifying solid componentshww and soft sw and the role of programming languages in them Understanding the principles of programming in the languagePython Learn how to write programs in a languagePython				Course Objectives		
77. Teaching and learning strategies						
Theoretical lectures supported by practical examples. ✓ Classroom discussions and analysis of real-life case studies. ✓ Applied projects (short reports and research papers). ✓ Training in the use of quantitative methods for forecasting and decision making. ✓ E-learning through digital resources and educational videos. ✓					strategy	
78. Course structure						
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week	
Oral questions	Lecture + Discussion	Programming basics	Introduction to the fundamentals of programming	2	1	
Short test	Lecture + Examples	Multiple programming languages	The most popular programming languages that can be easily learned	2	2	

Short report	Lecture + Participation	=	=	2	3
duty	Lecture + Discussion	=	=	2	4
duty	Lecture + Exercise	Web development	Web development	2	5
Short test	Lecture + Case Study	Game development	Game development	2	6
duty	Lecture + Training	Mobile application development	Mobile application development	2	7
Monthly test	Lecture + Practical Exercise	Windows application development	Windows application development	2	8
Short report	Lecture + Discussion	=	=	2	9
duty	Lecture + practical examples	Artificial intelligence and machine learning	Artificial intelligence and machine learning	2	10
Short test	Lecture + Training	How to learn the basics of programming	How to learn the basics of programming	2	11
duty	Lecture + Case Study	Learn about the details of the Python programming language	Learn about the details of the Python programming language	2	12
a report	Lecture + Training	How to write in Python	How to write in Python	2	13
Class participation	Review + Exercises	Writing comments in Python	Writing comments in Python	2	14
final exam	written	The exam	Final exam	2	15
Short report	Lecture + Examples	Input and output operations in Python	Input and output operations in Python	2	16
duty	Lecture + Participation	variables in Python	variables in Python	2	17
duty	Lecture + Discussion	Explanation of data types in Python	Explanation of data types in Python	2	18
Short test	Lecture + Exercise	Functions in Python	Functions in Python	2	19
duty	Lecture + Case Study	=	=	2	20
Monthly test	Lecture + Training	=	=	2	21
Short report	Lecture + Practical Exercise	Logical values in Python	Logical values in Python	2	22
duty	Lecture + Discussion	Sequences and arrays in Python	Sequences and arrays in Python	2	23
Short test	Lecture + practical examples	How to create a dictionary in Python	How to create a dictionary in Python	2	24
duty	Lecture + Training	=	=	2	25
a report	Lecture + Case Study	Binary function in Python	Binary function in Python	2	26
Class participation	Lecture + Training	Operations in Python	Operations in Python	2	27
Short report	Review + Exercises	Making choices and decisions in Python	Making choices and decisions in Python	2	28
duty	Lecture + Examples	Python loops and exceptions	Python loops and exceptions	2	29
final exam	written	The exam	Final exam	2	30
79. Course evaluation					
Grade distribution out of 100 According to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc. Preparation and class participation: 10 marks Monthly test: 30 points Final exam: 60 marks Total = 100 points					
80. Learning and teaching resources					
Learn Python for Beginners by the author Hadeel M. Taher			Required textbooks		

Gutttag, JV (2013). <i>Introduction to computation and programming using Python</i> Mit Press.	Main References
Summerfield, M. (2010). <i>Programming in Python 3: a complete introduction to the Python language</i> . Addison-Wesley Professional.	Recommended supporting books and references
https://blog.mostaql.com/programming-basics-for-begginers/	Electronic references, websites



Course description template: Public Opinion

1- Course Name
public opinion
2-codeThe course
VGTY
3- Term/Year
2026-2027
4- Date this description was prepared
15/10/2026
5- Available forms of attendance
My presence
6- Total number of study hours
60
7- Name of the course coordinator
M. M. Saad Eidan Kazem
8- Course Objectives
Introducing the student to the concept of public opinion and its historical development 1- To enable the student to understand the laws governing the movement of public opinion and the factors that shape it 2- To provide the student with knowledge of the types of public opinion, its manifestations and functions 3- Enabling the student to measure public opinion, including measurement tools and samples. 4- Introducing the student to the relationship between public opinion and traditional and digital media 5-
9- Teaching and learning strategies
1-To provide the student with scientific knowledge on the subject of public opinion. 2- PreparationThe student is educated scientifically so that he can understand and measure public opinion phenomena. 3- Student empowermentUnderstanding the role of media in shaping public opinion 4- The ability to formulate a media message capable of influencing public opinion 5- The skill of surveying public opinion and understanding its trends through sound scientific tools. 6- Explanation and interpretation of public opinion topics and their relationship to media work 7- Stimulating the student's mind by asking questions and making him think about the answers. 8- The student is asked to provide examples related to the topic, and then given the most accurate example, or their example is accepted if it is correct.

10- Course structure					
Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of public opinion	Acquiring knowledge	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The emergence and development of public opinion	Acquiring knowledge	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Reasons for interest in public opinion in the twentieth century	Acquiring knowledge	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The nature of public opinion	Acquiring knowledge	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion laws	Acquiring knowledge	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Factors Shaping Public Opinion / Part 1	Acquiring knowledge	2	6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Factors Shaping Public Opinion / Part Two	Acquiring knowledge		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Types and divisions of public opinion	Acquiring knowledge	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Positive aspects of public opinion	Acquiring knowledge	2	9
Electronic, written, oral, and direct question tests		Negative aspects of public opinion	Acquiring knowledge	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The functions of public opinion in the political field	Acquiring knowledge	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	The functions of public opinion in the social sphere	Acquiring knowledge	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	The evolution of public opinion measurement	Acquiring knowledge	2	13
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Difficulties in measuring public opinion	Acquiring knowledge	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Public opinion research jobs	Acquiring knowledge	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Methods of measuring public opinion / referendum	Acquiring knowledge	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Types of samples in public opinion research	Acquiring knowledge	2	17

	electronically, depending on the general circumstances.				
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the circumstances.	Observation	Acquiring knowledge	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Interview	Acquiring knowledge	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The press and its relationship to public opinion	Acquiring knowledge	2	20
	My presence		First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Cinema and public opinion	Acquiring knowledge	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Theater and public opinion	Acquiring knowledge	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Conferences, seminars, and shaping public opinion	Acquiring knowledge	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion in a democratic system	Acquiring knowledge	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion in a non-democratic system	Acquiring knowledge	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	global public opinion	Acquiring knowledge	2	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion and foreign policy	Acquiring knowledge	2	28
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Public opinion and electronic politics	Acquiring knowledge	2	29
		Written exam	Second Monthly Exam – Second Semester	2	30

11- Course Evaluation
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc. 20 marks for the first semester)15My theory and5practical(20 (marks for the second semester)15My theory and5practical 60 degrees on theAFinal exam Annual effort grade 40
12- Learning and teaching resources
1)Sanaa Muhammad Al-Jabour, Media and Arab and International Public Opinion, Amman, Osama Publishing House, 2010 2)Shaimaa Zulfiqar, Theories in Shaping Public Opinion Trends, 2nd ed., Cairo, Egyptian-Lebanese House, 2009 3)Atef Adly El-Abd, Introduction to Communication and Public Opinion, Cairo, Dar Al-Fikr Al-Arabi, 1997 4)Farag El-Kamel, Media and Public Opinion Research, Cairo, University Publishing House, 2001 5)Max McCombs et al., News and Public Opinion, translated by Muhammad Safwat Hassan, Cairo, Dar Al-Fajr 6-Shaimaa Zulfiqar, Theories in Shaping Public Opinion Trends, 2nd ed., Cairo, Egyptian-Lebanese House, 2009 7)Atef Adly El-Abd, Introduction to Communication and Public Opinion, Cairo, Dar Al-Fikr Al-Arabi, 1997 8)Farag El-Kamel, Media and Public Opinion Research, Cairo, University Publishing House, 2001 9)Max McCombs and others, News and Public Opinion, translated by Mohamed Safwat Hassan, Cairo, Dar Al-Fajr. 10) University of Dhi Qar curriculum - College of Media, Department of Digital Media



Course description template: Media Discourse Analysis

1- Course Name
Media discourse analysis
2-codeThe course
BGHU
3- Term/Year
2026-2027
4- Date this description was prepared
15/10/2026
5- Available forms of attendance
My presence
6- Total number of study hours
60

7- Name of the course coordinator					
Dr. Majid Khudair Kadhim					
8- Course Objectives					
1-The student should know the basic language skills in listening, reading and speaking. 2- The student should acquire the ability to understand, analyze, appreciate, and extract aesthetic and intellectual values from literary texts. 3- The student should affirm cultural identity and national belonging by taking pride in the Arabic language as a vessel of thought, heritage and civilization. 4- Developing critical and creative thinking skills for discourse. 5- Using simple and easy Arabic language in speech via social media. 6- The student possesses an effective rhetorical style in media discourse.					
9- Teaching and learning strategies					
1- Collaborative learning through teamwork in text analysis 2- Active learning: Engaging learners in practical activities such as conducting interviews and dialogues with appropriate personalities. 3- Brainstorming: To stimulate creative and critical thinking during discussions of social or literary topics 4- Encouraging students to generate and analyze new ideas. 5- Project-based learning: through the implementation of speech, language or literary projects such as preparing a literary magazine, research or producing special texts. 6- Using modern technologies: Employing interactive presentations, digital learning platforms, and videos to enhance text comprehension					
10- Course structure					
Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of discourse	Acquiring knowledge	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Discourse in modern studies	Acquiring knowledge	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media discourse	Acquiring knowledge	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Significance in media discourse	Acquiring knowledge	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The co-relationship of media discourse	Acquiring knowledge	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Eloquence of speech	Acquiring knowledge	2	6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Rhetorical applications	Acquiring knowledge	2	7
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The difference between direct expression and indirect expression	Acquiring knowledge	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical application to media texts	Acquiring knowledge	2	9
Electronic, written, oral, and direct question tests		First Month Written Exam - First Semester	Written test	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Drawing upon other texts (the Holy Quran, poetry)	Acquiring knowledge	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or	Linguistic health	Acquiring knowledge	2	12

	electronically, depending on the general circumstances.				
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Linguistic accuracy in news articles	Acquiring knowledge	2	13
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	rhetorical applications	Acquiring knowledge	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Terminology	Acquiring knowledge	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Style and stylistics in literary, journalistic, and cultural criticism of the proposed expression	Acquiring knowledge	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Style at the word level	Acquiring knowledge	2	17
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Ease of use of the word	Acquiring knowledge	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Non-dissonance of letters	Acquiring knowledge	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The meanings of indefinite and definite nouns, their usage, and their significance in style.	Acquiring knowledge	2	20
	My presence	Written exam	First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The advantage of the present tense in journalistic usage	Acquiring knowledge	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Attention, reflection, and writing	Acquiring knowledge	2	23

11- Course Evaluation					
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc. 20 marks for the first semester)15My theory and5practical(20 (marks for the second semester)15My theory and5practical 60 degrees on theAFinal exam Annual effort grade 40					
12- Learning and teaching resources					
		University of Dhi Qar curriculum–Faculty of Media–Digital Media Department Ibn Aqil's commentary on Ibn Malik's Alfiyya Comprehensive Arabic Lessons by Al-Ghalalini Clear rhetoric by Ali al-Jarim			
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Sentence-level style	Acquiring knowledge	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Application	Acquiring knowledge	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Emphasis	Acquiring knowledge	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Stylistic and semantic testing	Acquiring knowledge	2	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Declarative sentences and interrogative sentences	Acquiring knowledge	2	28
Online test and editing	Delivering lectures and discussions in person	A comprehensive lecture covering all the vocabulary studied throughout the year.	A comprehensive review of the curriculum's vocabulary	2	29
		Written exam	Second month exam–Chapter Two	2	30



Course description template: Website Design

Course Name
Website design
Course code
FDRE
Chapter and Year
2026-2027
Date this description was prepared
15/10/2026
Available forms of attendance

My presence					
Total number of study hours					
90 study hours					
Name of course coordinator					
M.M. Ali Jaber Shanawa					
Course objectives					
The student should be familiar with the theoretical principles and foundations of website design and development, and basic web technologies..					.1
The student should master the use of two coding languages.HTML and CSS to create and format consistent, structurally sound web pages.					.2
To apply user experience concepts(UX) and User Interface (UI) design to create user-friendly and visually appealing websites.					.3
To design responsive websites(Responsive) It automatically adapts to the screen sizes of different devices (computers, tablets, phones).					.4
To use visual design software(Such as Adobe XD or Figma) to create prototypes and interactive designs for websites.					.5
To apply search engine optimization conceptsEssential SEO during the design and construction phase to ensure the site appears in search results.					.6
To develop his skills in web project management, including planning, content structuring, and pre-launch site testing..					.7
To assess the quality, integrity, and accessibility of website code.(Accessibility) for different categories of users.					.8
To be familiar with the frameworks(Frameworks) and popular libraries (such as Bootstrap) to speed up and improve the design process.					.9
To create an electronic wallet(Portfolio) A professional portfolio showcasing his web design projects, as a prelude to the job market.					.10
These objectives cover the entire path from visual design and experimentation to software implementation and deployment, with a focus on the practical aspects required in the digital media market..					
Teaching and learning strategies .37					
Integrated project-based learning .9					
Implementing a complete website project (from idea to publication) throughout the semester, to integrate all skills(Design, Programming, UX/UI, SEO) in a unified practical application.					
Studio Methodology(Studio-Based Learning) .10					
Transforming the hall into a "design studio" where students' work is displayed periodically, they receive direct feedback from the lecturer and peers, and a real work environment is simulated..					
Responsive design via instant application .11					
Training on designing and directly modifying pages to fit three basic screen sizes (mobile, tablet, computer) in each lesson, using the browser's developer tools..					
Reversing the roles of designer and user .12					
Students are assigned the roles of "designer" and "user" alternately to test usability and user experience.(Usability Testing) for their colleagues' projects and submitting critical reports.					
Learning through imitation, then innovating .13					
Start each unit with a tradition(Rreverse Engineering) is a professional website that exists to understand its structure and technologies, then move to the stage of redesigning and adding to it with innovative features.					
Course structure .38					
Chapter One					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Introduction to LanguageHTML and web page design	The student should learn an introduction to the languageHTML and web page design	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	basicsHTML and HTML elements	The student should learn the basicsHTML and HTML elements	3	

Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	fileHTML and main tags in the file With practical application	The student should familiarize himself with the fileHTML and main tags in the file With practical application	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Colors and web page layout	The student should learn about colors and web page formatting.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Fonts and site attribute control method	The student should learn the fonts and how to control the website's attributes.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Paragraphs and lists in website page design	The student should be able to identify paragraphs and lists.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Images and graphics and how to include them on the website	The student will learn about images and drawings and how to insert them into a website.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Links and hyperlinks	The student should learn about hyperlinks and links.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Inserting tables into a web page	The student will learn how to insert tables into a web page.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Inserting and formatting frames on a web page	The student will learn how to insert and format frames on a web page.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Pictorial maps and models	The student should learn how to work with pictorial maps and models.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Effective web page control	The student should learn how to effectively control a web page.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions with person practical application	Browsers and special tags	The student should learn about browsers and their associated tags.	3	

	practical application				
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Make search engines find the site	The student should learn how to make the site find search engines	3	
First semester exam: practical + theory					
Chapter Two					
Evaluation Method	Learning method	Unit name	Learning outcomes	Number of hours	Week number
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	basicsCSS	The student should learn the basicsCSS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	How to set propertiesCSS with HTML elements	The student should learn how to assign propertiesCSS with HTML elements	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Designing a structural model for a page at a glanceHTML and CSS	The student will learn to design a structural model for a page at a glance.HTML and CSS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	All propertiesCSS	The student should become familiar with all the characteristicsCSS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	design For a web page using HTML and CSS	The student should learn design For a web page using HTML and CSS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	How to write each type ofCSS to change its properties	The student should learn how to write each type ofCSS to change its properties	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Introduction to website design usingWORDPRESS	The student should learn an introduction to website design usingWORDPRESS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	All elementsWORDPRESS	The student should learnAll WordPress elements	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person with practical application	Creating a dynamic web page using WORDPRESS	The student will learn to create a dynamic web	3	

	person practical application with		page using WORDPRESS		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions person practical application with	Designing a complete website using WORDPRESS	The student should learn to design a complete website using WORDPRESS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions person practical application with	Inserting images and videos into the website using WORDPRESS	The student will learn how to insert images and videos into a website using WORDPRESS	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions person practical application with	The website was published on the internet	The student should learn how to publish a website on the World Wide Web.	3	
Electronic, written, oral, and direct question tests	Delivering lectures and discussions person practical application with	Site management using WORDPRESS	The student should learn website management using WORDPRESS	3	
Second semester exam: practical + theoretical				3	
Final exam					
Course evaluation					
The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly, and written exams, reports, etc. 20 (marks for the first semester) 15 theory and 5 practical 20 (marks for the second semester) 15 theory and 5 practical The annual coursework grade is 40, and the final exam grade is 60.					
Learning and teaching resources					
University of Dhi Qar Curriculum / College of Media / Department of Digital Media					



The course describes photography and video techniques.

1- Course Name
Photography and video techniques
2-codeThe course
YHUN
3- Term/Year
2026-2027
4- Date this description was prepared
15/10/2026
5- Available forms of attendance
My presence
6- Total number of study hours

60

7- Name of the course coordinator

M.M. Hazem Fadel Abu Sakhr

8- Course Objectives

Cognitive objectives

This course aims to equip the student with the theoretical and practical skills to handle and produce digital images and their technologies and the computer programs used to edit and modify digital images within a practical academic framework. It also highlights digital video, its technologies and production, and the computer programs used to edit and modify digital video within a practical academic framework, in order for students to acquire professional skills to deal with digital video..

Values

Equipping students with skills in dealing with digital images and videos1.

Understanding digital image and video technologies and how to represent them digitally on a computer2.

To equip the student with the skill of producing and editing images and videos using the most important computer programs used for this work3.

Understanding the latest and most important technologies used to handle digital images and videos

9. استراتيجيات التعليم والتعلم:

- المحاضرات النظرية.
- العرض البصري للمادة النظرية ليتم استيعابها بشكل أفضل.
- التدريب على إنتاج الصور والفيديوهات الرقمية.
- التدريب على البرامج الحاسوبية لتحرير الصور والفيديوهات الرقمية.
- العرض البصري لأهم الصور والفيديوهات الرقمية المنتجة فالأونة الأخيرة من قبل المتخصصين.
- امتحانات دورية وفصلية لقياس مدى استيعاب الطلبة للمادة النظرية.
- مهام عملية من أجل ممارسة الطلبة للمهارات العملية لإنتاج وتحرير الصور والفيديوهات الرقمية.
- تكليف الطلبة شهرياً بأعداد بعض التقارير او الاوراق البحثية لتطوير مهارة البحث والاستنتاج والتعلم الذاتي لديهم.

10. بنية المقرر:

الفصل الاول

الاسبوع	الساعات	مخرجات التعليم المطلوبة	اسم الوحدة أو الموضوع	طريقة التعليم	طريقة التقييم
01	3	التعرف على مفهوم الصور الرقمية	مقدمه عن الصور الرقمية	محاضرة نظرية وعملية	المناقشة و عرض بصري
02	3	التعرف على مفهوم الـ Pixels وما هي طريقة عملة لعرض الصور	التعرف على الـ Pixels في الصور الرقمية	محاضرة نظرية وعملية	المناقشة و عرض بصري
03	3	التعرف على مفهوم الـ Vector وما هي طريقة عملة لعرض الصور	تعرف على الـ Vector في الصور الرقمية	محاضرة نظرية وعملية	المناقشة و عرض بصري
04	3	كيفية تمثيل الصور الرقمية بالنظام الثنائي على معالجات الحاسوب	تمثيل الصور رقمياً بالنظام الثنائي	محاضرة نظرية وعملية	المناقشة و عرض بصري
05	3	التعرف على الانظمه الونية في الحاسوب HSB, RGB, CMYK	انظمه الالوان HSB, RGB, CMYK	محاضرة نظرية وعملية	المناقشة و عرض بصري
06	3	تطبيق عملي لما تعلمناه اعلاه	تطبيق عملي	محاضرة عملية	تطبيق عملي
07	3	التعرف على صيغ الصورة الرقمية وما هي الفروقات بينها وكذلك الامتحان بعدد من صيغ الصور	Format الصور الرقمية JPEG, PNG, + RAW	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان

08	3	التعرف على الكاميرات الرقمية وانوعها وكذلك الامتحان بعدد من صيغ الصور	مقدمه عن الكاميرات الرقمية وانواعها + GIF, SVG, EPS	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
09	3	التعرف على Image Sensor, Aperture, Shutter, Focal Length وما هي العلاقة بينهما وكيفية الاستفادة من التعرف عليهما	Image Sensor, Aperture, Shutter, Focal Length	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
10	3	التعرف على اهم الفروقات بين Digital zoom and optical zoom	Digital zoom and optical zoom + TIFF, AI, PSD	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
11	3	التعرف على أهم مهارات التقاط الصور الرقمية وكيفية تطبيقها اثناء التصوير	مهارات التقاط الصور الرقمية	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
12	3	تطبيق عملي لما تعلمناه عن مهارات التقاط الصور الرقمية	تطبيق عملي لالتقاط الصور الرقمية	محاضرة عملية	تطبيق عملي
13	3	التعرف تحرير الصور الرقمية واهم برامج المستخدمة لتحرير الصور الرقمية	تحرير الصور الرقمية واهم برامج التحرير	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
14	3	تطبيق عملي لتحرير مجموعة من الصور على برنامج الفوتوشوب والتركيز على (Contrast and Color)	تطبيق عملي لتحرير الصور الرقمية (Contrast and Color)	محاضرة عملية	تطبيق عملي
15	امتحان الفصل الأول				
الفصل الثاني					
الاسبوع	الساعات	مخرجات التعليم المطلوبة	اسم الوحدة أو الموضوع	طريقة التعليم	طريقة التقييم
01	3	التعرف على مفهوم الفيديو الرقمي	مقدمه عن الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري

02	3	التعرف على مفهوم Frame , Frame Rate, Time Code, Timeline وما اهميته معرفتها للتعامل مع الفيديو الرقمي بأحترافية	Frame , Frame Rate, Time Code, Timeline	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
03	3	ماهي صيغ الفيديو الرقمي وماهي الفروقات بين الصيغ وكيفية الاستفادة منها	Format الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
04	3	ما هو مفهوم Aspect ratio وما اهميته في التعامل مع الفيديو والصور الرقمية	Aspect ratio	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
05	3	التعرف على خطوات انتاج الفيديو الرقمي وامكانية تطبيقها أثناء العمل	خطوات انتاج الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
06	3	التعرف على مهارات تصوير الفيديو الرقمي وامكانية تطبيقها أثناء العمل	مهارات تصوير الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
07	3	تطبيق عملي لانتاج فيديو رقمي بناءً لما تعلمناه اعلاه	تطبيق عملي لانتاج فيديو رقمي	محاضرة عملية	تطبيق عملي
08	3	التعرف نظرياً على نشاء فن تحرير الفيديو الرقمي	مقدمه عن نشاء فن تحرير الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
09	3	التعرف على عملية تحرير الفيديو الرقمي واهم برامج المستخدمة لتحريرها	تحرير الفيديو الرقمي واهم برامج التحرير	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
10	3	التعرف على أهم اساليب تحرير الفيديو الرقمي وامكانية تطبيقها أثناء العمل	اساليب تحرير الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
11	3	التعرف على وظيفه تحرير الفيديو الرقمي واهميته	وظيفة تحرير الفيديو الرقمي واهميته	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان

12	3	التعرف على أهم القواعد المتبعة أثناء تحرير الفيديو الرقمي وامكانية تطبيقها أثناء العمل	اهم القواعد لتحرير الفيديو الرقمي	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
13	3	التعرف على مكساج ودوبلاج الصوت وماهي الفروقات بينهما	المكساج والدوبلاج	محاضرة نظرية وعملية	المناقشة و عرض بصري وامتحان
14	3	تطبيق عملي لتحرير فيديو رقمي المصور سابقاً	تطبيق عملي لتحرير فيديو رقمي	محاضرة عملية	تطبيق عملي
15	امتحان الفصل الثاني				
11. تقييم المقرر:					
5. التحضير والحضور اليومي.					
6. الامتحانات اليومية والفصلية والامتحان النهائي.					
7. المشاركة والمناقشة والسؤال داخل الفصل الدراسي.					
8. التكليف العملي واعداد التقارير او الاوراق البحثية.					
12. مصادر التعليم والتدريس:					
الكتب المقررة المطلوبة (المنهجية ان وجدت)			لا يوجد كتاب مقرر ويتم عمل محاضرات وفقاً لمفردات محددة.		
المراجع الرئيسية (المصادر)			- الجندي محمد، الوسائط المتعددة للصحافة والأعلام، ط1، القاهرة:مجموعة النيل العربية،2019. - قاسم حسن، إنتاج المواد السمعية البصرية الأسس العلمية والمهنية، العربي للنشر والتوزيع، 2019. - الشريف أشرف، الأرشيف الالكتروني في الشركات والهيئات الحكومية، دار حميثرا للنشر والتوزيع والترجمة، 2023.		
الكتب والمراجع السائدة التي يوصى بها (المجلات العلمية ، التقارير)			لا يوجد		
المراجع الالكترونية ومواقع الانترنت			- سلسة موسوعة الفيديو على قناة nikonarabia على يوتيوب. - قناة Do it على يوتيوب. - الكتب المؤلفة من قبل شركة بيانات, متوفرة على موقعهم الرسمي - مدونة شركة ادوبي. - موقع شركة سوني.		



Course description template for Media Research Methods

1- Course Name
Media research methodologies
2-codeThe course
WSR
3- Term/Year

2026-2027					
4- Date this description was prepared					
15/10/2026					
5- Available forms of attendance					
My presence					
6- Total number of study hours					
60					
7- Name of the course coordinator					
Dr. Hassan Hashem Hammadi					
8- Course Objectives					
1-The student should understand the concept of scientific media research. 2- The student should understand the scientific variables in media research. 3- The student should understand how to formulate research titles in media research. 4- The student should learn how to write scientific sources and references in media research. 5- The student should understand how to use statistical equations in media research. 6- The student should understand how to write a graduation research paper in the fourth stage.					
9- Teaching and learning strategies					
Relying on theoretical and practical education to develop personal skills in the field of media scientific research .1 Time management and prioritization skills, along with the ability to work in an organized manner. .2 All students, regardless of their roles, participated in formulating scientific research titles as part of the practical work. .3 Diversifying the use and application of multiple and modern educational methods increases the student's desire to learn and develop themselves. .4 Interactive learning and involving the student in writing the research paper and preparing for writing the graduation research in the fourth stage. .5 6- Training in writing scientific media research papers .6					
10- Course structure					
Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of scientific research	The student should learn the concept of scientific research.	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Types of variables in media research	The student should be able to identify the types of variables.	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Research community and sample	The student should understand the concepts of research population and sample.	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Sampling selection criteria	The student should explain the types of samples.	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media research vocabulary	The student should explain the vocabulary of media research.	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Scientific methodologies in media research	The student should be aware of the different types of scientific curricula.	2	6

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Applying theory in media research	The student should demonstrate the application of theory in media research.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Analysis of audio and video content	The student should be able to identify and analyze audio and visual content.	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Previous studies in media research	The student should be aware of previous studies.	2	9
Electronic, written, oral, and direct question tests		First Month Written Exam - First Semester	Written test	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Using questionnaires in media research	The student should understand the importance of using questionnaires in scientific research.	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Scientific observation in media research	The student should explain the scientific observation.	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Scientific interview	The student should explain the scientific interview.	2	13
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Steps to building the scale	The student should understand the steps involved in constructing the scale.	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Steps for content analysis	The student should explain the concept of content analysis.	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Content analysis categories and units	The student should be familiar with the categories and units of content analysis.	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the	The concept of statistics and its importance in media research	The student should explain the statistical processes in media research.	2	17

	general circumstances.				
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Percentage and how to calculate it	The student should explain the percentage and how to calculate it.	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	arithmetic mean	The student should explain the arithmetic mean.	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Median and Mode	The student should understand the median and the mode.	2	20
	My presence	Written exam	First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of content analysis	To explain to the student the concept of content analysis	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Calculating frequencies and percentages	The student should learn to calculate frequencies and percentages.	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Search tables, results interpretation, and explanation	The student should understand the research tables.	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Formulating research titles in media studies	The student should know how to formulate research titles.	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	How to write sources and references in media research	The student should learn how to write research sources and references in a proper manner.APA	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical computer exercises in writing references and sources	The student should understand practical exercises in writing sources and references.	2	27
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Writing a research paper	The student should learn how to write scientific research papers.	2	28
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	A comprehensive lecture covering all the vocabulary studied throughout the academic year.	A comprehensive review of the curriculum's vocabulary	2	29
		Written exam	Second Monthly Exam – Second Semester	2	30



11- Course Evaluation

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

Editorial and reporting...etc.

20 marks for the first semester)15My theory and5practical(

20 (marks for the second semester)15My theory and5practical

60 degrees on theAFinal exam Annual effort grade 40

12- Learning and teaching resources

University of Dhi Qar curriculum–Faculty of Media–Digital Media Department

Dr. Kamel Hassoun Al-Qayem–Scientific research methods

Dr. Salman Al-Mashhadani–Media research methodologies

Course Description Mobile and data journalism

This course description provides a concise summary of the course's key features and the expected learning outcomes for the student, demonstrating whether they have made the most of the opportunities. Learning Available. It must be linked to the program description.;

Warith Al-Anbiya University	Educational institution
Digital Media Department	Scientific Department / Center
Vocabulary for the Mobile and Data Journalism course /MDJ	Course Name/Code
mandatory	Available forms of attendance
M.M. Walaa Mahmoud Shaker	Name of the course instructor
annual	Semester/Year
60 hours	Total number of study hours
15/10/2026	Date this description was prepared
Course objectives: The course aims to introduce the concept of the vocabulary of mobile and data journalism in general, as well as to learn the most important characteristics, elements, concepts and principles of mobile and data journalism, in addition to learning about the origin, concept, characteristics and factors of the emergence of mobile and data journalism, as well as learning about the methods of employing data journalism in newsrooms and the production and consumption of mobile news, and learning about the emergence of this type of journalism in the world, the Arab world and Iraq, in addition to learning about citizen journalism, its forms and characteristics.	

Course outcomes, teaching and learning methods, and assessment

Cognitive objectives: A1- The student learns about mobile and data journalism (general concepts). A2- The student is able to write and edit on the small screen. A3- The student learns the methods of shooting video with a mobile phone according to the rules of journalistic photography. A4- Learn about mobile data journalism: collecting, organizing, and interpreting data. A5- Masters the tools necessary to transform data into a simple visual narrative.
B - The skills-related objectives of the course. B1 - The student acquires skills in writing news, reports, and electronic news using a mobile phone. B2 - The student acquires practical skills to produce news and reports using mobile phones, starting from choosing the idea and angle, collecting information, conducting interviews and documenting evidence, then editing the text and producing a copy for publication on multiple platforms. B3 - The student acquires practical and scientific skills that improve his performance of journalistic duties using the mobile phone.
Teaching and learning methods
Scientific lecture method The discussion method involves directing questions to the students and participating in the lecture and tests. Scientific visits to media institutions
Assessment methods
In-person lectures Teaching aids: video, projector screen, whiteboard, practical application
C- Affective and value-based objectives A1- Demonstrate professional responsibility at work by objectively drawing on past historical experiences to provide practical interactive value. A2- Demonstrating the ability to think critically and constructively, and to solve problems by drawing on and benefiting from past experiences. C3- The ability to work in groups and cooperate collectively C4- The ability to manage time optimally
D - General and transferable skills (other skills related to employability and personal development). D1- The student was able to become a successful media professional. D2- The ability to learn independently 3- To possess realistic experiences with perceptual perceptions D4- To develop reporting skills

23. Course structure					
Evaluation Method	Teaching method	Unit/Topic Name	Required learning outcomes	Hours	Week
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The concept of mobile and data journalism	The student understands the concept of the topic	3	1
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The emergence of mobile and data journalism	The student understands the concept of the topic	3	2
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Characteristics of mobile and data journalism	The student understands the concept of the topic	3	3
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Factors contributing to the emergence of mobile journalism	The student understands the concept of the topic	3	4
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Mobile journalism and the production and consumption of mobile news	The student understands the concept of the topic	3	5
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	News production using mobile phones	The student understands the concept of the topic	3	6
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Mobile journalism in Iraq	The student understands the concept of the topic	3	7
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Essential equipment in mobile journalism	The student should become familiar with	3	8
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Journalistic coverage using mobile journalism	The student should become familiar with	3	9
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications for news coverage using mobile journalism	The student understands the mechanism of operation	3	10
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Skills required for media coverage using data journalism	The student understands	3	11
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Utilizing mobile journalism on social media platforms	The student learns	3	12
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Digital storytelling using mobile phones	The student understands	3	13
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Practical applications in adhering to media ethics using mobile journalism	The student should learn	3	14
Written and oral exam and direct questions	First semester exam			3	15
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Mobile journalism and citizen journalism	The student understands	3	16

Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Forms and characteristics of citizen journalism		3	17
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Advantages and disadvantages of mobile journalism and the impact of smartphones	The student should learn	3	18
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Occupational safety of mobile journalists in war zones and conflict areas	The student should learn	3	19
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Technical features of mobile journalism	The student applies the practical method of the experiment.	3	20
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Skills required for mobile journalism professionals	The student learns	3	21
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Mobile journalism and news story production	The student understands the concept of the topic	3	22
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Audio editing software in mobile journalism	The student understands the concept of the topic	3	23
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Academic and institutional experiences in mobile journalism	The student should know	3	24
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Goals of mobile journalism	The student should learn about the different types of reports.	3	25
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Uses of mobile journalism	The student should know	3	26
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	The ethical responsibility of mobile journalists	The student should learn	3	27
Written and oral exam and direct questions	Delivering lectures, discussions, and practical training in person	Creating stories and videos using a mobile phone	The student should learn practical applications	3	28
Written and oral exam and direct questions		Second month exam		3	30

Infrastructure	
nothing	1. Required textbooks
Mobile applications and their role in producing digital content, by authors Mohamed Essam Abdel-Hadi and Youssef Hassan Mahmoud, 2023 Video Journalism - Its Techniques and Challenges, by Dr. Fathi Hussein Amer. Mobile Journalism (Mojo): Its Formal Characteristics and Technical Capabilities, by Dr. Bushra Daoud Sanjari.	2. Main references (sources)
Journal of Social and Human Sciences, University of Batna, Volume 23, Issue 02, December 2022, pp. 357-374	a) Recommended books and references (scientific journals, reports, etc.)
https://institute.aljazeera.net/ar/news/%D9%85%D8%B9%D9%87%D8%AF-%D8%A7%D9%84%D8%AC%D8%B2%D9%8A%D8%B1%D8%A9-%D9%8A%D8%B5%D8%AF%D8%B1-%D9%86%D8%B3%D8%AE%D8%A9-%D9%85%D8%AD%D8%AF%D8%AB%D9%91%D8%A9-%D9%85%D9%86-%D8%AF%D9%84%D9%8A%D9%84-	b) Electronic references, websites...

%D8%B5%D8%AD%D8%A7%D9%81%D8%A9-
%D8%A7%D9%84%D9%85%D9%88%D8%A8%D8%A7%D9%8A%D9%

Curriculum development plan: Keeping pace with scientific advancements and utilizing modern methods in media studies, as well as identifying weaknesses and implementing the fundamental principles of comprehensive educational quality management.



Course DescriptionlanguageAdvanced MediaEnglish

This course description provides a concise summary of the course's key features and the expected learning outcomes for the student, demonstrating whether they have made the most of the available learning opportunities. It must be linked to the program description.

Warith Al-Anbiya University	Educational institution
Digital Media Department	Sectionscientific/ Center
Media language in English /KMIU	Course Name/Code
mandatory	Available forms of attendance
Dr. Muhammad Nabil Al-Haboubi	Name of the course instructor
annual	Semester/Year
Two hours per week	Number of study hours(The whole)
2026-10-15	Date this description was prepared
Course Objectives 1. to know some vocals +improve translation skills 2. to improve his\her grammar +know some media terms 3. to know some vocals +improve translation skills 4. to improve his\her grammar +know some media terms 5. to know some vocals +improve translation skills 6. to improve his\her grammar +know some media terms 7. to know some vocals +improve translation skills 8. to improve his\her grammar +know some media terms 9. to know some vocals +improve translation skills 10. to improve his\her grammar +know some media terms 11. to know some vocals +improve translation skills 12. to improve his\her grammar +know some media terms 13. to know some vocals +improve translation skills 14. to improve his\her grammar +know some media terms 15. to know some vocals +improve translation skills	

Course outcomes, teaching and learning methods, and assessment																		
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Teaching and learning methods																		
1-Via scientific lecture 2-Via asking questions and let the student answer them.																		
Assessment methods																		
Daily bilateral Short examination Monthly examination Final examination																		
Value-based and emotional goals																		
To be responsible at work To be able to think in an active way To be able to work in groups and to be cooperative to run time in the best way.																		

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

To be a successful English speaker

To be able to be self-learning

To have real experiences and imaginations

To develop his/her skills



25. Course structure					
Online, written, oral tests and direct questions	Online lecture	Reading passage Grammatical subject Media terms	Grammatical subject Media terms	2	8
Online, written, oral tests and direct questions	Online lecture	Reading passage Translation passage Media terms	Reading passage Translation passage Media terms	2	9
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Listening passage Media terms	grammatical subject Listening passage Media subject	2	10
Online, written, oral tests and direct questions	Online lecture	Reading passage Listening passage Translation passage Media terms	Reading passage +Translation passage Media terms	2	11
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Media subject Media terms	Grammatical subject Media subject Media terms	2	12
Online, written, oral tests and direct questions	Online lecture	Reading passage Translation passage Media terms	Reading passage +Listening passage Translation passage	2	13
Online, written, oral tests and direct questions	Online lecture	Translation passage Grammatical subject Listening passage Media terms		2	14
Online, written, oral tests and direct questions	First examination term			2	15
Online, written, oral tests and direct questions	Online lecture		Reading passage Translation passage Media terms	2	16
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Listening passage Media terms	2	17
Online, written, oral tests and direct questions	Online lecture		Reading passage Translation passage Media terms	2	18
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	19
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Listening passage Media terms	Reading passage Listening passage Translation passage Media terms	2	20
Online, written, oral tests and direct questions	Online lecture	Grammatical subject Listening passage Media terms	Reading passage Translation passage Media terms	2	21
Online examination	Online lecture	Reading passage Translation passage Media terms	Grammatical subject Listening passage Media terms	2	22
Online, written, oral tests and direct questions	Online lecture		Reading passage Translation passage Media terms	2	23
A Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	24
Online, written, oral tests and direct questions	Online lecture		Reading passage Listening passage Translation passage Media terms	2	25
Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	26
Online, written, oral tests and direct questions	Online lecture		Reading subject Translation subject Media terms	2	27
Online, written, oral tests and direct questions	Online lecture		Reading passage Listening passage Translation passage Media terms	2	28

Online, written, oral tests and direct questions	Online lecture		Grammatical subject Media subject Media terms	2	29
Online, written, oral tests and direct questions	Online lecture	The second examination terms		2	30

Infrastructure

.....	1. Required textbooks
English for mass media Nabil Muhammad Ali	2. Main references (sources)
.....	a. Recommended books and references (scientific journals, reports, etc.).
.....	b) Electronic references, websites...
Curriculum development plan: to adopt contact method in teaching English language.	



Course descriptions for the fourth stage Digital Media Department

2027 - 2026

number Courses 9

number Units 34

Number of units in the chapter Academic One	Number of hours The operation	Number of hours Theory	name The material	T
2	2	1	Design And editing multi Media	1.
2		2	Electronic Public Relations	2.
2	2	1	Online advertising	3.
2		2	Security Sperani In the language English	4.
2	2	1	basics Computing cloud	5.
2	2	1	networks communication social and analysis digital	6.
2		2	Propaganda and psychological warfare	7.
2		2	Media Organizations Management	8.
1		1	Graduation project	9.
17	8	13	the total	

Course description templateStudy (Multimedia Design and Editing)

81.	Course Name:	
		Multimedia design and editing
82.	Course code:	
		MMD
83.	Chapter/Year:	
		First course
84.	Date of preparation of this description:	
		2/9/2026
85.	Available attendance formats:	
		In-person + classroom + multimedia lab + online (when needed)
86.	Number of study hours (total) / Number of units (total):	
		3 hours / 1 (theory) + 2 (practical)
87.	Name of the course coordinator	
		Name: M.M. Walaa Shaker Mahmoud Email: walaa.sh@uowa.edu.iq
88.	Course Objectives	
	Introducing students to the concept of multimedia, its elements and functions in the production of digital media content. ✓ • To enable students to apply the principles of graphic design, particularly color, line, harmony, and visual sequence. ✓ • To equip students with advanced photo editing and visual integration ✓	Course Objectives

skills that serve the media message without misleading the recipient. • Training students in basic and advanced video editing techniques, color correction, motion stabilization and quality improvement. ✓ • Developing audio editing, mixing, and processing skills to produce a podcast, voiceover, or complete audio track. ✓ • To equip students with the fundamentals of animation and motion using keyframes, effects, and animated backgrounds. ✓ • Enabling students to plan, manage, implement, evaluate, and export a complete multimedia project for digital publishing. ✓ • Promoting teamwork, time management, professional criticism, respect for intellectual property rights, and media credibility. ✓	
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89. Teaching and learning strategies

Theoretical lectures supported by practical examples. ✓ Classroom discussions and analysis of real-life case studies. ✓ Applied projects (reports and application models). ✓ Training in the use of digital media ✓ E-learning through digital resources and educational videos. ✓	strategy
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90. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Discussion and visual presentation	Interactive lecture + analysis of digital models	Understanding the concept of digital media and its components	Introduction to Multimedia	3	1
Discussion and visual presentation	Practical demonstration +	Getting acquainted with program interfaces and tools	Introduction to design software(Photoshop, Illustrator)	3	2

	laboratory application				
Discussion and visual presentation	Explanation + Example Analysis + Redesign	Understanding the advantages of colors, lines, and harmony, and how to use them in news.	Graphic design fundamentals: colors, fonts, harmony	3	3
Discussion and visual presentation	Practical demonstration + photo editing for press outlets	Using filters and effects to correct colors	Advanced photo editing tools	3	4
Discussion and visual presentation	Applying layers, masks, and blending	Using posters and cards to explain the news	Image merging(Collage)	3	5
Discussion and visual presentation	Project-based learning	Poster/cover design for a product or event	mini project	3	6
Discussion and visual presentation	Explanation of the work interface + project setup	Getting acquainted with program interfaces and tools	Introduction to video editing software(Adobe Premiere Pro, Final Cut Pro)	3	7
Discussion and visual presentation	practical application+ Continuity exercises	Using sound and background music	Basic editing techniques: cutting, joining, splitting scenes	3	8
Discussion and visual presentation	Practical demonstration + footage processing	Adding visual effects	Video quality improvement: color correction and motion stabilization	3	9
Discussion and visual presentation	Short project production	Editing a short video (advertisement or awareness video)	mini project	3	10
Discussion and visual presentation	Sound wave explanation + cleaning and cutting	Learn the basics of audio editing	Introduction to audio editing software(Audacity, Adobe Audition)	3	11

Discussion and visual presentation	Applying sound levels, pressure, and mixing	Noise removal and sound purification	Sound mixing(Mixing)	3	12
Discussion and visual presentation	Recording/Editing + Short Production	Editing a short audio clip (podcast or voiceover)	mini project	3	13
Discussion and visual presentation	Interactive lecture + analysis of digital models	Getting acquainted with animation programs	Introduction to animation	3	14
First semester exam					15

91. Course evaluation

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

Preparation and class participation: 10 marks أ.أ.

Monthly test: 30 points ب.ب.

Final exam: 60 marks ج.ج.

Total = 100 points د.د.

92. Learning and teaching resources

There is no prescribed textbook; lectures are conducted according to specific syllabus.	Required textbooks
	Main References
nothing	Recommended supporting books and references
	Electronic references, websites

1. name The course:	
Relations public Electronic	
2. code The course:EPR	
Determined by the scientific department	
3. the chapter / Year:	
annual 2026-2027	
4. date numbers Description:	
15/10/2026	
5. Shapes the audience Available:	
My presence	
6. Number Hours Study (The whole) / number Units (The whole)	
60 hour / 2 lonliness per season Study	
7. name responsible The course Academic:	
sara.mohammed@uowa.edu.iq	mM. Sarah Mohammed Kazem
8 goals The course:	
Cognitive objectives: -1 identification Students jobs Relations public ElectronicAnd how to utilize it in the service of institutions. -2 identificationStudents learn about the goals that public relations seeks to achieve in various institutions, and how to define those goals at all social, political, economic, and especially media levels.. -3 identificationOn the use of digital applications according to the functions of electronic public relationsValues: 5. developmentSkills in researching topics related to the principles of public relations, and how to utilize them in developing his ideas and style.. 6. development Abilities student And plant Values and principles on road create spirit Creativity and perseverance He has7 StrengtheningThe spirit of utilizing	

technology in the field of electronic public relations.

8. Planting Positive and constructive digital ethic within the student.

9. Strategies education and learning:

- assignment student By presenting Research papers on one of the theories discussed in the lecture.
- to explain Material Scientific For students In a way detailed.
- - sharing students in solution Problems that They face in numbers Reports Daily and applied.

Γυδανχε Students follow the websites of some successful institutions in the field of public relations.

- Exams A standardized test to assess students' knowledge and determine the suitability of the lecture delivery method and students' comprehension of the theoretical material..

10. Structure The course:

the chapter the first

road Evaluation	road education	name Unity or the topic	outputs education Required	Hours	Week
Grades awarded to participants	to explain and discussion	The concept of electronic public relations	acquisition knowledge	2	01
=	to explain and discussion	The emergence of electronic public relations	acquisition knowledge	2	02
=	to explain and discussion	Objectives of Electronic Public Relations	acquisition knowledge	2	03
Conduct a daily exam In the previous lecture	to explain and discussion	Online Public Relations Jobs	acquisition skills	2	04
Conduct a daily exam In the previous	to explain and discussion	Public relations and its relationship to patterns Contact The other	acquisition knowledge	2	05

s lecture					
Conduct a daily exam In the previou s lecture	to explain and discussion	Public relations and its relationship to the media	acquisition skills	2	06
Conduct a daily exam In the previou s lecture	to explain and discussion	Public relations and its relationship to propaganda	acquisition knowledge	2	07
evaluation Research papers	to explain and discussion	Public relations and its relationship to advertising	acquisition skills	2	08
evaluation Research papers	to explain and discussion	Electronic Public Relations Audience	acquisition knowledge	2	09
evaluation Research papers	to explain and discussion	meansCommunic ation in electronic public relations	acquisition skills	2	10
Perform a rapid test after an end Lecture	Skills training	MethodsCommunic ation in electronic public relations	acquisition knowledge	2	11
procedure Quick testAfter the lecture ended	Skills training	importanceInternet for Public Relations	acquisition skills	2	12
procedure Quick testAfter the lecture ended	Skills training	toolsElectronic Public RelationsOpinio n poll feature (Questionnaire)	acquisition knowledge	2	13
Perform a rapid test after an end Lecture	to explain and discussion	Using search enginesMailelectr onic- blogs	acquisition knowledge	2	14

exam the chapter the first					15
road Evaluation	road education	name Unity or the topic	outputs education Required	Hours	Week
evaluation performance Students	Storm mental	Contact electronic	measurement Knowledge	2	01
evaluation performance Students	Storm mental	FeaturesEffective communication in electronic public relations	measurement Knowledge	2	02
evaluation performance Students	Storm mental	Characteristics of electronic communication	measurement Knowledge	2	03
evaluation performance Students	Storm mental	UsePublic relations for websites	measurement Knowledge	2	04
Perform a rapid test after an end Lecture	Skills training	Most importantPublic relations websites	acquisition Skills	2	05
Perform a rapid test after an end Lecture	Skills training	importancesocial media	acquisition Skills	2	06
Perform a rapid test after an end Lecture	Skills training	employmentWebsites to serve the goals of organizations	acquisition Skills	2	07
Perform a rapid test after an end Lecture	Skills training	modelMy application for one of the organizations' websites	acquisition Skills	2	08
evaluation Research papers	to explain and discussion	Social media and relationship uses public	acquisition knowledge	2	09
evaluation performance	Storm mental	buildingReputation via social media	measurement Knowledge	2	10

Students					
evaluation Research papers	to explain and discussion	Crisis management via social media	acquisition knowledge	2	11
evaluation Projects	presentation projects	Public relations officers and their duties	acquisition skills	2	12
evaluation Projects	presentation projects	Ethics of electronic public relations	acquisition skills	2	13
evaluation Projects	presentation projects	Online public relations campaigns	acquisition skills	2	14
exam Chapter The second					15
11 ratings The course:					
1. Preparation Daily attendance. 2. Examinations Daily And the quarter The exam Final. 3. Participation and discussion QuestionsBrainstorming in the classroom. 4. assignmentPractical work and presentation of research papers. 5. Assigning them Follow-up some Sites ElectronicFor some institutions, monitoring and analyzing public relations work in those Institutions .					
12. Sources education and teaching:					
A collection of lectures prepared according to the course syllabus, taken from various sources..			Books The scheduled Required)methodology that I found(		
d. Fuada Al-Bakri / Relations public Electronic.			Main References(Sources)		
The Media Researcher Journal, Specialized Scientific Journals, International Encyclopedias. Sites Electronic , Sites Internet Specialized			BooksRecommended supporting referencesScientific journalsreports(		
maybeSometimes benefiting from studies and research on websites.			the reviewer Electronic and sites Internet		

Course description template

Academic Announcement

Online

1. Course Name:	
Online advertising	
2. Course code:	
EAD	
3. Chapter/Year:	
annual	
4. Date of preparation of this description:	
2/9/2026	
5. Available attendance formats:	
My presence	
6. Number of study hours (total) / Number of units (total):	
3 hours / 2 units	
7. Name of the course coordinator	
Name: M.M. Hazem Fadel Abu Sakhr	
8. Course Objectives	
To equip the student with skills that enable them to work independently ✓ Empowering students to create advertising content ✓ Empowering students to produce on their own and create entrepreneurial projects ✓ The aim is to graduate a "pioneering and innovative media professional" in the field of technology, culture, media and arts. ✓	Course Objectives

The course aims to achieve several objectives, including producing digital media professionals who possess sufficient information, skills, and practical experience to easily and smoothly integrate into modern and technologically advanced work environments. ✓	
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9. Teaching and learning strategies

Theoretical lectures. ✓ Visual presentation of the theoretical material to facilitate better comprehension. ✓ Practice producing digital images and videos. ✓ Training on computer programs for editing digital images and videos. ✓ A visual presentation of the most important digital images and videos recently produced by specialists ✓ Periodic and semester exams to measure the extent to which students have grasped the theoretical material. ✓ ✓ Practical tasks for students to practice the practical skills of producing and editing digital images and videos. Students are assigned monthly tasks of preparing reports or research papers to develop their research, deduction, and self-learning skills. ✓	strategy
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10. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Discussion and Visual presentation and exam	Theoretical and practical lecture	The concept of online advertising	Introduction toThe concept of online advertising	3	1
Discussion and Visual presentation and exam	Theoretical and practical lecture	Types of online advertising	Distinguishing betweenTypes of online advertising	3	2
Discussion and	Theoretical and	Differences between traditional and online advertising	knowledgeDifferen ces between	3	3

Visual presentation and exam	practical lecture		traditional and online advertising		
Discussion and Visual presentation and exam	Theoretical and practical lecture	Features of online advertising	Getting to knowFeatures of online advertising	3	4
Discussion and Visual presentation and exam	Theoretical and practical lecture	Challenges facingOnline advertising	Challenges facing	3	5
Discussion and Visual presentation and exam	Theoretical and practical lecture	Challenges facingOnline advertising	Identifying the difficulties and challenges facing work inOnline advertising	3	6
Discussion and Visual presentation and exam	Theoretical and practical lecture	Foundations of successful online advertising	Getting to knowFoundations of successful online advertising	3	7
Discussion and Visual presentation and exam	Theoretical and practical lecture	Interactive features of the Internet	Introduction toInteractive features of the Internet	3	8
Discussion and Visual presentation and exam	Theoretical and practical lecture	The art of electronic advertising messages	DefinitionThe art of electronic advertising messages	3	9
Discussion and Visual presentation and exam	Theoretical and practical lecture	The art of electronic advertising messages	DefinitionThe art of electronic advertising messages	3	10

Discussion, visual presentation, and exam	Theoretical and practical lecture	Psychological foundations for crafting electronic advertising messages	Study and definitionPsychological foundations for crafting electronic advertising messages	3	11
Discussion, visual presentation, and exam	Theoretical and practical lecture	Types of advertising messages	Distinguishing betweenTypes of advertising messages	3	12
Discussion, visual presentation, and exam	Theoretical and practical lecture	Advertising design conceptYelectronic	Understanding the meaningAdvertisin g designYelectronic	3	13
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using images and graphics in online advertising	Understanding the importance of investmentImages and illustrations in online advertising	3	14
Discussion, visual presentation, and exam	exam	The exam	The exam	3	15
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using logos in online advertising	Understanding the importance of usingSlogans in online advertisementsAnd how to employ it	3	16
Discussion, visual presentation, and exam	Theoretical and practical lecture	Techniques for designing online advertisements	knowledgeTechniq ues for designing online advertisementsAnd its implementation	3	17
Discussion, visual presentation, and exam	Theoretical and practical lecture	The concept of designing an online advertisement	The concept of designing an online advertisement	3	18

Discussion, visual presentation, and exam	Theoretical and practical lecture	Using images and graphics in online advertising	knowledgeUsing images and graphics in online advertising	3	19
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using colors in online advertising	knowledgeUsing colors in online advertisingand its functions	3	20
Discussion, visual presentation, and exam	Theoretical and practical lecture	Using logos in online advertising	knowledgeUsing logos in online advertising	3	21
Discussion, visual presentation, and exam	Theoretical and practical lecture	Techniques for designing online advertisements	knowledgeTechniques for designing online advertisements	3	22
Discussion, visual presentation, and exam	Theoretical and practical lecture	Animated advertisement	Knowledge of productionAnimate d advertisement	3	23
Discussion, visual presentation, and exam	Theoretical and practical lecture	Online video ads	Understanding the importance and methods of productionOnline video ads	3	24
Discussion, visual presentation, and exam	Theoretical and practical lecture	Practical examples of video advertisements	Understanding social media advertising methods	3	25
Discussion, visual presentation, and exam	Theoretical and practical lecture	Types of advertisements on smartphones	Identifying the different types of marketing generations	3	26
Discussion, visual presentation, and exam	Theoretical and practical lecture	Principles of advertising on smartphones	Getting to knowPrinciples of advertising on smartphones	3	27

Discussion, visual presentation, and exam	Theoretical and practical lecture	Privacy and problems Legality of advertising via smartphones	Getting to know Privacy and problems Legality of advertising via smartphones	3	28
Discussion, visual presentation, and exam	Theoretical and practical lecture	Practical examples of smartphone advertising	Identifying the most important Practical examples of smartphone advertising	3	29
final exam	written	The exam	Final exam	3	30

11. Course evaluation

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

Preparation and class participation: 10 marks .٥٥

Monthly test: 30 points و٥

Final exam: 60 marks ز٥

Total = 100 points.ح٥

12. Learning and teaching resources

Nasiriyah University College of Media Curriculum	Required textbooks
Heizer, J. & Render, B., Operations Management .B Stevenson, W.J., Operations Management .C	Main References
Online advertising: contemporary concepts and strategies Written by Dr. Reem Omar Rasheteh	Recommended supporting books and references
Journals and scientific research related to performance The use of electronic advertising, whether media-related or humanitarian.	Electronic references, websites

1. Course name:
English Language/ Fourth Stage
2. Course Code: CSY
None
3. Semester/Year:
Annual
4. Description Preparation Date:
April 2, 2026

5.Available Attendance Forms:					
Weekly					
6. Number of Credit Hours (Total)\Number of Units (Total):					
60 Credit Hours/ 2 Units.					
7. Course administrator's name (mention all, if more than one name):					
Muhammad Nabil Alhububi					
8. Course objectives:					
Improving English vocabulary and grammar to write more effective stories and articles. Communicating more effectively with others in interviews and reports. Understanding how to communicate effectively in the field of journalism. Understanding how media and cultural institutions operate.					
9. Teaching and learning strategies					
Subject-Specific Skills:There are four skills that students learn during their studies: listening in English, speaking, reading, and writing. Teaching and Learning Methods: The designated course booklet for each level. .4 Video clips. .5 All lectures are conducted in class with students. .6					
10. Course Structure:					
First semester					
Week	Hours	Required learning outcomes	Unit/Module or Topic Title	Teaching Method	Assessment Method

01	2	Grammatical subject + media term	Unit 22	Grammar	Preparation and discussion.
02	2	Reading passage+ Translation passage+ media terms	Unit 22	Translation	Preparation and discussion.
03	2	Grammatical subject +listing passage +Media subject+ Media terms	Unit 22	listing	Preparation and discussion.
04	2	Reading passage+ Translation passage+ media terms	Unit 22	Reading	Preparation and discussion.
05	2	Grammatical subject +Media subject+ Media terms	Unit 23	Grammar	Preparation and discussion.
06	2	Reading passage+ listing passage+ Translation passage+ media terms	Unit 23	Reading	Preparation and discussion.
07	2	Reading passage + Grammatical subject + media term	Unit 23	Reading	Preparation and discussion.
08	2	Reading passage+ Translation passage+ media terms	Unit 23	Translation	Preparation and discussion.
09	2	Grammatical subject + listing passage + Media terms	Unit 24	Grammar	Preparation and discussion.
					discussion.
10	2	Reading passage+ Translation passage+ media terms	Unit 24	Translation	Preparation and discussion.
11	2	Grammatical subject +Media subject+ Media terms	Unit 24	Writing	Preparation and discussion.

12	2	Reading passage+ listing passage +Translation passage+ media terms	Unit 24	Reading	Preparation and discussion.
13	2	Grammatical subject +Media subject+ Media terms	Unit 25	Writing	Preparation and discussion.
14	2	Reading passage+ Translation passage+ media terms	Unit 25	Translation	Preparation and discussion.
15	First semester exam				
Second semester					
Week	Hours	Required learning outcomes	Unit/Module or Topic Title	Teaching Method	Assessment Method
01	2	Grammatical subject + media term	Unit 25	Grammar	Preparation and discussion.
02	2	Reading passage+ Translation passage+ media terms	Unit 25	Translation	Preparation and discussion.
03	2	Grammatical subject +listing passage +Media subject+ Media terms	Unit 26	listing	Preparation and discussion.
04	2	Reading passage+ Translation passage+ media terms	Unit 26	Reading	Preparation and discussion.
05	2	Grammatical subject +Media subject+ Media terms	Unit 26	Grammar	Preparation and discussion.
06	2	Reading passage+ listing passage+ Translation passage+ media terms	Unit 26	Reading	Preparation and discussion.
07	2	Reading passage + Grammatical subject + media term	Unit 27	Reading	Preparation and discussion.

08	2	Reading passage+ Translation passage+ media terms	Unit 27	Translati on	Preparatio nn and discussio n.
09	2	Grammatical subject + listing passage + Media terms	Unit 27	Gramma r	Preparatio nn and discussio n.
10	2	Reading passage+ Translation passage+ media terms	Unit 27	Translati on	Preparatio nn and discussio n.
11	2	Grammatical subject +Media subject+ Media terms	Unit 28	Writing	Preparatio nn and discussio n.
12	2	Reading passage+ listing passage +Translation passage+ media terms	Unit 28	Reading	Preparatio nn and discussio n.
13	2	Grammatical subject +Media subject+ Media terms	Unit 28	Writing	Preparatio nn and discussio n.
14	2	Reading passage+ Translation passage+ media terms	Unit 28	Translati on	Preparatio nn and discussio n.
15	Second semester exam				
11. Course Evaluation:					
Direct in-class tests through question-and-answer forms or direct questioning.					
Ongoing and continuous assessments.					
Discussions during lectures.					
And final examination					
12. Information and Learning Resources:					
The curriculum book used by the College of Media / University of Thia Qar					

Course description template

Studying the fundamentals of
cloud computing

1. Course Name:	
	Cloud computing fundamentals
2. Course code:	
	CCF
3. Chapter/Year:	
	2026–2027
4. Date of preparation of this description:	

14/10/2026

5. Available attendance formats:

In-person + online (when needed)

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

3 hours / 4 units

7. Name of the course coordinator

Name: M.M. Ali Jaber Shanawa Email: ali.jaber@uowa.edu.iq

8. Course Objectives

Understanding the fundamentals of cloud computing and its strategic importance in the digital media industry. ✓
 Effective use of cloud services in the production, editing, and storage of multimedia ✓
 Understanding the role of Content Delivery Networks (CDNs) in the speed of streaming and distributing digital content. ✓
 Using cloud collaboration tools to manage media projects and facilitate remote work ✓
 Understanding the fundamentals of cloud security to protect media assets and intellectual property ✓
 Practical application of cloud content management systems (Cloud CMS) and digital archiving ✓
 Evaluating and selecting the most suitable cloud solutions, both technically and economically, for media platforms. ✓

Course Objectives

9. Teaching and learning strategies

Theoretical lectures supported by practical examples. ✓
 Classroom discussions and analysis of real-life case studies. ✓
 Applied projects (short reports and research papers). ✓
 Training in the use of quantitative methods for forecasting and decision making. ✓
 E-learning through digital resources and educational videos. ✓

strategy

10. Course structure

Evaluation	Learning	Unit or topic name	Required learning	Hours	Week
Method	method		outcomes		

Oral questions	Lecture + Discussion	Introduction to Cloud Computing	Understanding the basic concepts of cloud computing	3	1
Short test	Lecture + Examples	An overview of computing patterns	Distinguishing between different computing patterns and models and their evolution	3	2
Short report	Lecture + Participation	Motivations for the emergence of cloud computing	Understanding the technical reasons and motivations that led to the emergence of the cloud.	3	3
duty	Lecture + Discussion	The importance of cloud computing	Recognizing the strategic and operational importance of cloud computing	3	4
duty	Lecture + Exercise	Basic principles of cloud computing	Understanding the concepts and rules guiding cloud architecture	3	5
Short test	Lecture + Case Study	Key characteristics of cloud computing	Identifying the key characteristics and features of the cloud	3	6
duty	Lecture + Training	Cloud deployment and launch models	Distinguishing between cloud deployment and launch models	3	7

Monthly test	Lecture + Practical Exercise	Cloud computing service provider	Identifying the leading cloud computing service providers	3	8
Short report	Lecture + Discussion	The beneficiary of cloud computing services	Understanding the roles and types of beneficiaries in a cloud environment	3	9
duty	Lecture + practical examples	Cloud computing architecture and design	Understanding the architectural components of a cloud environment	3	10
Short test	Lecture + Training	Cloud computing architecture and design model	Analysis of the structural model for cloud design and its applications	3	11
duty	Lecture + Case Study	1 Beneficiary Layer	Understanding the functions and tasks of the beneficiary layer in the structure	3	12
a report	Lecture + Training	2. Computer network layer	Understanding the role of networks and their integration in cloud architecture	3	13
Class participation	Review + Exercises	3-layer cloud management	Learn how to manage the cloud and control its resources.	3	14
final exam	written	The exam	Final exam	3	15

Short report	Lecture + Examples	Cloud computing service models: Infrastructure as a Service (IaaS) model(IaaS)	Understanding cloud computing service models(IaaS)	3	16
duty	Lecture + Participation	Infrastructure as a Service (IaaS)	Analysis of the physical and virtual components of the infrastructure	3	17
duty	Lecture + Discussion	When are infrastructure services used as a service?	Identifying appropriate cases for adopting Infrastructure as a Service (IaaS)	3	18
Short test	Lecture + Exercise	Platform as a Service components(PaaS)	Understanding the platform as a service(PaaS) and its components	3	19
duty	Lecture + Case Study	Cloud computing management and the importance of cloud computing management	Understanding the fundamentals and importance of effective cloud resource management	3	20
Monthly test	Lecture + Training	Factors for successful cloud migration	Identifying the components and success factors for a smooth transition to the cloud	3	21
Short report	Lecture + Practical Exercise	The beneficiary's role in enabling cloud operations and managing cloud infrastructure.	Understanding the beneficiary's role in activating and managing infrastructure	3	22

duty	Lecture + Discussion	Cloud application management	Understanding and updating cloud application management mechanisms	3	23
Short test	Lecture + practical examples	Cloud computing security	Understanding the security challenges and threats in cloud computing	3	24
duty	Lecture + Training	Key strategies for managing cloud service security and security controls	Identifying the strategies that control service security	3	25
a report	Lecture + Case Study	Data security, cloud network security	Evaluating data security mechanisms and cloud networks	3	26
Class participation	Lecture + Training	Platform security	Understanding how to secure platforms against hacks	3	27
Short report	Review + Exercises	Disaster recovery planning	Understanding backup and service restore plans	3	28
duty	Lecture + Examples	Privacy protection and integrity	Applying privacy protection and data integrity standards	3	29
final exam	written	The exam	Final exam	3	30

11. Course evaluation

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

Preparation and class participation: 10 marks. طط

Monthly test: 30 points ي.ي.

Final exam: 60 marks. كك

Total = 100 points .لل

12. Learning and teaching resources

Cloud computing, Dr. Khaled bin Nasser

Required textbooks

National Institute of Standards and .D
TechnologyPatrick D. Gallagher, Under
Secretary for Standards and Technology
Technology and Director

Main References

Recommended supporting books and references

Amazon Web Services (AWS) Documentation

Electronic references, websites

Course description template

The academic Social media networks and digital analytics

93.	Course Name:	
		Social media networks and digital analytics
94.	Course code:	
		CCF
95.	Chapter/Year:2026–2027	
		First course
96.	Date of preparation of this description:	
		2/9/2026
97.	Available attendance formats:	
		My presence
98.	Number of study hours (total) / Number of units (total):	
		3 hours / 3 units
99.	Name of the course coordinator	
	Name: Dr. Adnan Abdul Abdul Hassan Awad Email:adnan.abd@uowa.edu.iq	
100.	Course Objectives	
	Introducing students to the concept of social media networks, their history, development, and types. ✓ Explaining the impact of social media networks on individuals, society, and social interaction. ✓ To give students an understanding of the ethics of use, privacy issues, and cyberbullying. ✓	Course Objectives

Introducing students to the concept of digital analytics, big data, and types of platform data. ✓ Training students on the principles of collecting and analyzing social media data, both quantitatively and qualitatively. ✓ Introducing students to digital analysis tools, platform management, and marketing campaigns. ✓ Developing skills in creating interactive content, reading audience data, and measuring campaign performance. ✓	
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101. Teaching and learning strategies

Theoretical lectures supported by practical examples. ✓ Classroom discussions and analysis of cases from social media platforms. ✓ Practical activities for analyzing pages, content, and interaction indicators. ✓ Assignments, short reports, and group projects. ✓ Training on the use of available digital analysis tools, according to capabilities and permissions. ✓	strategy
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102. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture and classroom discussion	social media networks	Introduction to social media networks, history and development of social media networks	3	1
Class participation	Lecture and group discussion	The communication process of social media networks	Introduction to the impact of social media on society and individuals	3	2
Short test	Lecture with practical examples	Social media jobs	Types of social networks: professional, entertainment, and specialized	3	3

analytical task	Lecture and practical comparison between platforms	Convergence and divergence between social networks	A comparative study of social media platforms: Facebook, Twitter, Instagram, LinkedIn.	3	4
Class participation	Lecture and discussion of real-life cases	The impact of social media networks	The role of social media networks in social interaction	3	5
Practical assignment	Lecture and practical training	Influential platforms, social media networks	How to create a strong digital presence on social media platforms	3	6
Oral questions	Lecture and discussion of ethical positions	Awareness and ethical commitment on social media networks	Ethics of using social media networks	3	7
Short report	Lecture and analysis of real-life cases	social media networks	Social issues related to social media: cyberbullying and privacy	3	8
Short test	Lecture and practical examples	Data analysis	Introduction to digital analysis and its importance	3	9
Written questions	Lecture and explanation of real-life examples	Advanced social media analysis	Big data analysisBig Data and its basic concepts	3	10
Practical assignment	Lecture and practical training	Qualitative analysis of social media networks	Strategies for collecting data from social media networks	3	11
Practical exercise	Lecture and analysis of platform models	social media networks	Data types: text, images, video, and social interaction	3	12

Practical report	Lecture and practical demonstration of digital tools	social media networks	Introduction to digital analysis tools, such as Google Analytics and Hootsuite, and setting up accounts and linking them to social media platforms.	3	13
analytical task	review and training	Social media content analysis	Understanding quantitative and qualitative data analysis and trend analysis on social media networks	3	14
final exam	Books and sources	The exam	Final exam	3	15
Short test	Lecture and classroom discussion	An introduction to digital marketing via social media networks	Introduction to Digital Marketing via Social Media Networks	3	16
Practical assignment	Lecture with practical examples	Building a brand in the digital environment	The role of marketing in building an online brand	3	17
Short report	Lecture and analysis of marketing models	Digital advertising campaign management strategies	Strategies for managing advertising campaigns across social media platforms	3	18
Advertising campaign analysis	Lecture and applied comparison	Types of advertising campaigns and methods of analyzing them	Analysis of paid and free advertising campaigns.	3	19
practical application	Lecture and practical demonstration of the tools	Digital marketing campaign management tools	Advertising campaign management tools, such as Hootsuite and Buffer.	3	20
arithmetic exercise	Lecture and arithmetic exercises	Measuring the return on investment in marketing campaigns	Return on Investment Analysis (ROI) in marketing campaigns.	3	21

analytical task	Lecture and training on data analysis	The role of digital analytics in improving marketing performance	7. Using digital analytics to improve marketing performance.	3	22
Case study report	Lecture and case study	Analysis of successful digital marketing campaign models	A case study on the success of a marketing campaign via social media networks.	3	23
Practical evaluation of the content	Lecture and practical training	Producing interactive content and attracting audiences	How to create interactive content that attracts an audience.	3	24
Class participation	Lecture and discussion of influencer experiences	Influencer marketing on social media platforms	The role of influencers (Influencers) in social media marketing.	3	25
analytical report	Lecture and applications of audience analysis	Analyzing audience data and characteristics	Analyzing audience data from marketing campaigns.	3	26
Comparative duty	A lecture and comparison between marketing methods	Comparison between traditional marketing and digital marketing	A comparative study between traditional and digital marketing methods.	3	27
Practical report	Lecture and practical training on data collection	Applications of digital analysis and data collection tools	Digital analysis tools and applications, setting up calculations and using tools to collect data.	3	28
Short test	Lecture and practical demonstration of advanced tools	Advanced digital analysis tools and their applications	Introduction to advanced digital analysis tools, such as Sprout Social and Talk walker.	3	29
final exam	Books and sources	The exam	Final exam	3	30

103. Course evaluation

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

Preparation and class participation: 10 marks م.م.

Monthly test: 30 points ن.ن.

Final exam: 60 marks س.س.

Total = 100 points ع.ع.

104. Learning and teaching resources

New Media (Concepts, Methods and Applications), Abbas Mustafa Sadiq, 2019. Electronic journalism in the Arab world, Dr. Abdul Amir Al-Faisal	Required textbooks
Communication Authority, Manuel Castells. Digital anthropology, Heads. Ho Rust.	Main References
The Age of Artificial Intelligence, Henry Kissinger 2023.	Recommended supporting books and references
Specialized scientific journals and research Through digital media.	Electronic references, websites

Course description template

The study of propaganda and psychological warfare

1. Course Name:	
	Propaganda and psychological warfare
2. Course code:	
	PWP
3. Chapter/Year:	
	First course 2026
4. Date of preparation of this description:	
	20/9/2026
5. Available attendance formats:	
	My presence
6. Number of study hours (total) / Number of units (total):	

2 hours / 2 units

7. Name of the course coordinator

Name: Dr. Hassan Hashem Hammadi Email: hassan.hashim@uowa.edu.iq

8. Course Objectives

- To provide the student with the basic concepts of propaganda and psychological warfare and their importance in the media environment.. ✓
- Introducing the student to the psychological foundations of propaganda and psychological warfare and its modern developments. ✓
- To equip the student with the ability to understand and apply the methods used in propaganda and psychological warfare. ✓
- Introducing the student to the basic premises of propaganda and psychological warfare and their general principles. ✓
- Enabling the student to identify the objectives and rules of propaganda and psychological warfare. ✓
- To equip the student with practical skills in how to link propaganda and psychological warfare with other communication patterns.. ✓
- Preparing students to face challenges during political crises by confronting propaganda, counter-propaganda, psychological warfare, and political poisoning.. ✓
- Introducing the student to the relationship between psychological warfare and propaganda. ✓
- Enabling the student to deal with the persuasive techniques used in advertising. ✓
- Introducing the student to the relationship of psychological warfare and the methods used in soft and hard warfare. ✓

Course Objectives

9. Teaching and learning strategies

- Theoretical lectures supported by practical examples. ✓
- Classroom discussions and analysis of real-life case studies. ✓

Using brainstorming for students. ✓ Weekly surprise quizzes. ✓ Encouraging interaction within lectures. ✓ Applied projects (short reports and research papers). ✓ Training on detecting propaganda through short videos. ✓ E-learning through digital resources and educational videos. ✓					strategy
10. Course structure					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture + Discussion	A historical introduction to propaganda	Getting to knowThe historical development of propaganda	2	1
Short test	Lecture + Examples	The concept of propaganda and its definitions	discriminationPropaganda: between concept and definition	2	2
a testshort	Lecture + Participation	The psychological foundations of propaganda	to understandThe psychological foundations and theories of propaganda	2	3
duty	Lecture +sharing	Communication aspects of advertising	Getting to knowAspects Traditional communication and its comparison with advertising communication aspects	2	4
duty	Lecture + Exercise	Propaganda principles and general guidelines	Understanding the basic premises and general principles of propaganda	2	5
Short test	Lecture +sharing	Laws and objectives of propaganda	identificationOn the most important laws and objectives of advertising	2	6

duty	Lecture +Examples	Advertising is categorized according to multiple criteria (types of advertising).	Identifying types of advertising according to all criteria	2	7
Monthly test	Lecture + Practical Exercise	Persuasive techniques in advertising	Distinguishing between the advertising methods used in advertising	2	8
a testshort	Lecture + Discussion	Persuasion in propaganda	Identifying the persuasive techniques used in advertising	2	9
duty	Lecture + practical examples	Propaganda and counter-propaganda	Understanding propaganda and counter-propaganda	2	10
Short test	Lecture + Training	Propaganda and its relationship to other communication patterns	Understanding the relationship between propaganda and other communication patterns	2	11
duty	Lecture +sharing	political propaganda	Understanding political propaganda in detail	2	12
a report	Lecture +Examples	Propaganda and crises	Understanding how to counter propaganda during crises	2	13
Class participation	Review + Exercises	Propaganda techniques	Understanding the methods used in advertising	2	14
final exam	written	The exam	Final exam	2	15
a testshort	Lecture +sharing	Historical references to psychological warfare	Understanding the history of psychological warfare	2	16
duty	Lecture + Participation	The concept of psychological warfare and its definitions	Distinguishing between the concept of psychological warfare and its definitions	2	17
duty	Lecture + Discussion	Psychological warfare tactics	Identifying the most important methods	2	18

			used in psychological warfare		
Short test	Lecture +sharing	Psychological Foundations of Psychological Warfare	Understanding the most important psychological foundations of psychological warfare	2	19
duty	Lecture +Examples	Psychological warfare tactics	Identifying the methods used in psychological warfare	2	20
Monthly test	Lecture + Training	Objectives of psychological warfare	Identifying the objectives of psychological warfare	2	21
Short report	Lecture + Practical Exercise	Psychological warfare in World War I and II	Understanding the impact of psychological warfare during World Wars I and II	2	22
duty	Lecture + Discussion	Psychological warfare in the Cold War	Understanding the impact of psychological warfare during the Cold War	2	23
Short test	Lecture + practical examples	The relationship of psychological warfare to other patterns of psychological treatment	Understanding the relationship between psychological warfare and other patterns of psychological treatment	2	24
duty	Lecture + Training	Psychological warfare accompanying military conflicts	Understanding the psychological warfare that accompanies military wars	2	25
a report	Lecture +sharing	Psychological warfare and its relationship to propaganda	Distinguishing between psychological warfare and its relationship to propaganda	2	26
Short test	Lecture + Training	Psychological warfare, brainwashing, and ideological conversion	Understanding the relationship between psychological warfare, brainwashing, and ideological	2	27

			conversion, and distinguishing between them.		
Short report	Review + Exercises	Psychological warfare, propaganda, and clandestine broadcasts	Understanding the relationship between psychological warfare, rumors, and clandestine broadcasts	2	28
duty	Lecture + Examples	Psychological warfare and political poisoning	Understanding the relationship between psychological warfare and political poisoning, and distinguishing between them.	2	29
final exam	written	The exam	Final exam	2	30

11. Course evaluation

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

Preparation and class participation: 10 marks ف.ف.

Monthly test: 30 points ص.ص.

Final exam: 60 marks ق.ق.

Total = 100 points ر.ر.

12. Learning and teaching resources

Muhammad Munir Hijab. (2012). Political Propaganda and its Applications, Past and Present, Volume 3, (Cairo: Dar Al-Fajr for Publishing and Distribution).

Farid Hatem Al-Shahhaf, Propaganda and Media Misinformation (Damascus: Dar Alaa El-Din for Publishing, Distribution and Translation, 2015).

Mohamed Kamal Abdel Raouf Al-Qadi, Political propaganda and war AFor the psyche, (Cairo: Middle East Media Center, 2008).

Required textbooks

Guy Durandan, Propaganda and Political Propaganda, (translated by Raf Rizkallah), Beirut: University Foundation for University Studies.

Main References

Mai Al-Abdullah, Propaganda and Persuasion Techniques, 2nd Edition, (Beirut: Dar Al-Nahda Al-Arabiya, 2011).	
Nidal Falah Al-Dala'een and others, Propaganda and Psychological Warfare, Amman: Dar Al-I'sar Al-Ilmi, 2015. Manal Hilal Zahra, propaganda, its methods and means, (Amman: Dar Al-Masirah for Publishing and Distribution, 2009).	Recommended supporting books and references
Specialized scientific journals and research Through propaganda and psychological warfare.	Electronic references, websites

Course description template Study of media management

105. Course Name:	Media Organizations Management
106. Course code:	MMI
107. Chapter/Year:	2026-2027
108. Date of preparation of this description:	14/10/2026
109. Available attendance formats:	In-person + online (when needed)
110. Number of study hours (total) / Number of units (total):	2 hours / 2 units
111. Name of the course coordinator	Name: M.M. Haider Khalil Ibrahim Email: hayder.khaleel@uowa.edu.iq
112. Course Objectives	

To provide the student with the basic concepts in the management of media institutions. ✓ Introducing the student to the different characteristics and types of management and leadership. ✓ To equip the student with the ability to understand and apply modern management mechanisms for media institutions.. ✓ Training the student on the types of media planning and its inputs. ✓ Enabling the student to learn about remote media management. ✓ To equip the student with practical skills in understanding and interpreting educational tools, and discovering the values contained within their content.- The ability to provide critical opinions on media content, both positive and negative. ✓ Preparing the student to face the challenges he encounters in the work environment according to modern scientific principles.. ✓	Course Objectives
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113. Teaching and learning strategies

Theoretical lectures supported by practical examples. ✓ Classroom discussions and analysis of real-life case studies. ✓ Applied projects (short reports and research papers). ✓ Training in the use of quantitative methods for forecasting and decision making. ✓ E-learning through digital resources and educational videos. ✓	strategy
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114. Course structure

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture + Discussion	The concept of management and its definitions	Getting to know Mr. Dr Institutional Management Media personality	2	1
Short test	Lecture + Examples	Presentation of management theories	Understanding the management of media organizations	2	2

Short report	Lecture + Participation	The concept of modern management	The student should understand the definition of management and its objectives.	2	3
duty	Lecture + Discussion	Types of media management	The student should learn the meaning of the word "management" and its synonyms.	2	4
duty	Lecture + Exercise	Upper, middle and lower management	Understanding the concept of administrative levels	2	5
Short test	Lecture + Case Study	Types and levels of management	The student should understand the activities of the administration.	2	6
duty	Lecture + Training	Public and private administration	The student should learn management fields.	2	7
Monthly test	Lecture + Practical Exercise	Objectives and strategies of media management	Management in media organizations	2	8
Short report	Lecture + Discussion	Influences in Media Management	The student should be aware of the factors influencing the management of media institutions.	2	9
duty	Lecture + practical examples	The nature of media	The student should be aware of the factors influencing the management of media institutions.	2	10
Short test	Lecture + Training	The state's right to grant licenses	The student should be aware of the factors influencing the management of media institutions.	2	11
duty	Lecture + Case Study	Economic control through advertising	The student should be aware of the factors influencing the	2	12

			management of media institutions.		
a report	Lecture + Training	Laws and regulations governing the media	The student should be aware of the factors influencing the management of media institutions.	2	13
Class participation	Review + Exercises	social pressures	The student should be aware of the factors influencing the management of media institutions.	2	14
final exam	written	The exam	Final exam	2	15
Short report	Lecture + Examples	Organizational structure and nature of work	to understandThe nature of media work	2	16
duty	Lecture + Participation	The role of the media gatekeeper	The student should understand the importance of media roles.	2	17
duty	Lecture + Discussion	Professional considerations	The student should understand the importance of media roles.	2	18
Short test	Lecture + Exercise	News agency services	The student should understand the importance of media roles.	2	19
duty	Lecture + Case Study	The concept of planning and its relationship to media	The student should learn the concept of planning.	2	20
Monthly test	Lecture + Training	Importance and characteristics of planning	Understanding the planning process for media organizations	2	21
Short report	Lecture + Practical Exercise	Planning inputs and outputs	The student should understand the importance of media planning.	2	22

duty	Lecture + Discussion	Designing a model for building an integrated media plan	The student practices developing a media plan	2	23
Short test	Lecture + practical examples	Flexibility in media management	General Media Department	2	24
duty	Lecture + Training	Participation in media management	General Media Department	2	25
a report	Lecture + Case Study	Remote Media Management	Getting to know remote management	2	26
duty	Lecture + Training	Remote Media Management	Getting to know remote management	2	27
Short report	Review + Exercises	Communication, its types and models in media institutions	Understanding the concept of communication in media management	2	28
Class participation	Lecture + Examples	General administrative concepts in media	The student should review all administrative concepts in media.	2	29
final exam	written	The exam	Final exam	2	30

115. Course evaluation

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

Preparation and class participation: 10 marks ش.ش.

Monthly test: 30 points ت.ت.

Final exam: 60 marks ث.ث.

Total = 100 points. خ.خ.

116. Learning and teaching resources

There is no prescribed textbook; lectures are conducted according to the specified syllabus.	Required textbooks
dSalam Munim: Modern Trends in Institutional Management. • dAli Kanaan, Media Institutions Management • Dr. Muhammad Al-Rifai, Media Institutions Management, Damascus University •	Main References

Dr. Mohamed Abdel Badie, Media Institutions Management, Cairo University.	• •
Dr. Boutros Hallak, Media Institutions Management, Syrian Virtual University.	Recommended supporting books and references
magazine Studies Media Journal of Mass Communication Research The magazine Arabic For flags Contact Media researcher.	Electronic references, websites

