



Course Description Form: Media Discourse Analysis

1- Course name					
Media Discourse Analysis					
2- Course code					
BGHU					
3- Semester/Year					
2026-2027					
4- Date this description was prepared					
15/10/2026					
5- Available forms of attendance					
In-person					
6- Total number of study hours					
60					
7- Name of the course coordinator					
Dr. Majid Khudhair Kadhim					
8- Course objectives					
1- The student should know the basic language skills of listening, reading, and speaking. 2- The student should acquire the ability to understand, analyze, and appreciate literary texts and derive aesthetic and intellectual values from them. 3- The student should affirm cultural identity and national belonging through pride in the Arabic language as the vessel of thought, heritage, and civilization. 4- Develop critical and creative thinking skills regarding discourse. 5- Use simple and easy Arabic in discourse across social media. 6- The student should acquire an influential rhetorical style in media discourse.					
9- Teaching and Learning Strategies					
1- Cooperative learning through teamwork in text analysis 2- Active learning: engaging learners in practical activities such as conducting interviews and dialogues with suitable figures. 3- Brainstorming: to stimulate creative and critical thinking while discussing social or literary topics 4- Encouraging students to generate new ideas and analyze them. 5- Project-based learning: by carrying out rhetorical, linguistic, or literary projects such as preparing a literary magazine or a research paper or producing original texts. 6- Using modern technologies: employing interactive presentations, digital learning platforms, and videos to enhance understanding of texts					
10- Course structure					
Assessment method	Learning method	Unit name	Learning outcomes	Hours	Week

Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The concept of discourse	Knowledge acquisition	2	1
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Discourse in modern studies	Acquiring knowledge	2	2
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Media discourse	Acquiring knowledge	2	3
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Semantics (signification) in media discourse	Acquiring knowledge	2	4
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Collocation (coherence) of media discourse	Acquiring knowledge	2	5
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Rhetoric of discourse	Acquiring knowledge	2	6
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Discourse applications	Acquiring knowledge	2	7
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	The difference between direct and indirect expression	Acquiring knowledge	2	8
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Practical application to media texts	Knowledge acquisition	2	9
Electronic, written, and oral tests and direct questions		Written exam, first month - first semester	Written test	2	10
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Drawing on other texts (the Holy Quran, poetry)	Knowledge acquisition	2	11
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Linguistic correctness	Knowledge acquisition	2	12
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Linguistic correctness in news material	Knowledge acquisition	2	13
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Discourse applications	Knowledge acquisition	2	14
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Terminology	Knowledge acquisition	2	15
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Style and stylistics in literary, journalistic, and cultural criticism of the proposed expression	Acquiring knowledge	2	16

Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Style at the word level	Acquiring knowledge	2	17
Electronic, written, and oral tests and direct questions	Delivering lectures and discussion, in person or electronically depending on general circumstances	Ease (simplicity) of the word	Knowledge acquisition	2	18
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Avoidance of phonetic dissonance (letter clash)	Knowledge acquisition	2	19
Electronic, written, and oral tests and direct questions	Delivering lectures and in-person discussion	Meanings of indefinite and definite nouns, and their use and connotations in style	Knowledge acquisition	2	20
	In-person	Written exam	First Month Exam – Second Semester	2	21
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	The distinctive feature of the present tense verb in journalistic usage	Knowledge acquisition	2	22
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Shifting of address (iltifat), deliberation, and writing	Knowledge acquisition	2	23
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Style at the sentence level	Knowledge acquisition	2	24
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Fronting (preposing)	Knowledge acquisition	2	25
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Emphasis	Acquiring knowledge	2	26
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Stylistic and semantic test	Knowledge acquisition	2	27
Electronic, written, and oral tests and direct questions	In-person lectures and discussion	Declarative sentences and performative sentences	Acquiring knowledge	2	28
Electronic test and editing	In-person lectures and discussion	Comprehensive lecture covering all topics studied throughout the year	Comprehensive review of the curriculum topics	2	29
		Written exam	Exam, second month – second semester	2	30

11- Course evaluation	
	Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc. 20 marks for the first semester (15 theoretical and 5 practical) 20 (marks for the second semester): 15 theoretical and 5 practical 60 marks for the final exam, and the annual coursework mark is 40
12- Learning and teaching resources	
	Curriculum of the University of Dhi Qar - College of Media - Department of Digital Media Sharh Ibn Aqil on Ibn Malik's Alfiyya Jami' al-Durus al-Arabiyya by Al-Ghalayini Al-Balagha al-Wadiha by Ali Al-Jarim