

Course Description Form: Media Language

13.	Course name:	
	Media Language	
14.	Course code:	
	Ing	
15.	Semester / Year:	
	2026-2027	
16.	Date of preparation of this description:	
	14/10/2026	
17.	Available forms of attendance:	
	In-person + online (when needed)	
18.	Total number of study hours / total number of units:	
	2 hours / 2 units	
19.	Name of course coordinator	
	Name: Asst. Prof. Dr. Saleh Majeed Al-Khazraji; Email: saleh.khaz@uowa.edu.iq	
20.	Course objectives	
	The course aims to introduce the concept of media language in general, which is the language used in the various media and which has become the greatest guide and the influential authority over the audience's orientations and beliefs in various fields. Media language helps the student perform his duty as required, using sound language characterized by clarity and appeal, given that the language of the media addresses the masses and social groups. Digital media has come to play an influential role in building states and shaping civilizations, as it performs an important strategic role in guiding, directing, and educating society.	Objectives of the course subject
21.	Teaching and learning strategies	

1- Scientific lecture method	Strategy
2- Discussion method by directing questions to students and participation in the lecture and tests.	

22. Course structure

Assessment method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The concept of language	The student understands an idea about the topic	2	1
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The multiplicity of contemporary concepts of language.	The student understands an idea about the topic	2	2
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Media language: concept and functions	The student understands an idea about the topic	2	3
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The impact of the press on renewing language.	The student understands an idea about the topic	2	4
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Comparison between the language of science and the language of media	The student understands an idea about the topic	2	5
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person	Practical application of the media style	The student understands an idea about the topic	3	6

	practical training				
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The dual	The student understands an idea about the topic	3	7
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The sound masculine plural	The student becomes familiar with	3	8
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The diptote (noun barred from full declension)	The student becomes familiar with	3	9
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The maqsur noun (noun ending in a long alif)	The student understands the mechanism of	3	10
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The mamdud noun (noun ending in an extended hamza)	The student understands	3	11
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The manqus noun (noun ending in a defective ya)	The student learns	3	12
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The sound feminine plural	The student understands	3	13

Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Practical applications	That the student learns	3	14
		Written and oral tests and direct questions	First-semester exam	3	15
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The impact of media on renewing language	The student understands	3	16
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The impact of media on enriching language		3	17
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The standards that the media professional should observe, especially in the field of language.	That the student learns	3	18
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The subject and predicate (mubtada' and khabar).	That the student learns	3	19
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Kana and its sisters	The student applies	3	20
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Inna and its sisters	The student learns	3	21

Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The language of news on radio and television	The student understands an idea about the topic	3	22
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	The language of advertising and the style of effective text	The student understands an idea about the topic	3	23
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Rhetorical applications in media texts	That the student knows	3	24
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Metaphor	That the student becomes familiar with	3	25
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Metonymy	That the student knows	3	26
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Semantics in media language	That the student learns	3	27
Written and oral tests and direct questions	Delivering lectures, discussion, and in-person practical training	Common linguistic errors in the media	That the student learns practical applications	3	28

Written and oral tests and direct questions		Second-semester exam		3	29
					30
23. 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. Preparation and class participation: 10 marks Monthly test: 30 marks Final exam: 60 marks Total = 100 marks					
24. Learning and teaching resources					
There is no prescribed textbook; lectures are delivered according to the specified syllabus topics			Required textbooks		
1- Media Language - Abdul Sattar Jawad 2- Language in Media Discourse - Tasir Abu Arja			Main references		
Producing Media Language in Media Texts - Mahmoud Khalil and Mohammed Mansour Hayba			Recommended supporting books and references		
https://rawabetcenter.com/archives/82162 https://www.ahewar.org/debat/show.art.asp?aid=137885			Electronic references, internet websites		