



Course Description: Digital Media Literacy

This course description provides a concise summary of the most important characteristics of the course and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities. It must be linked to the program description.;

Warith Al-Anbiyaa University - College of Media	Educational Institution
Department of Digital Media	Academic Department / Center
Digital Media Literacy / dme	Course Name / Code
Compulsory	Available forms of attendance
Assist. Lecturer Sara Mohammed Kazem	Course Instructor
Annual	Semester / Year
Three hours per week - two practical and one theoretical	Number of Study Hours (Total)
15/10/2026	Date of Preparation of this Description
Course objectives	
The student becomes familiar with the concept of digital media literacy and its communicative importance for society and human civilization	
The student studies the concept of citizenship and the importance of spreading a culture of digital citizenship	
The student learns about the emergence and development of the concept of the citizen journalist in the digital communication environment	
The student becomes familiar with the concepts related to stereotypes and stereotyping	
The student explains newsroom management and the difference between data and information	
The student understands digital marketing mechanisms, especially in the field of sports	
The student is able to explain framing theory	
The student is able to broaden their understanding of the scientific and practical applications of internet browsing	
The student presents debate and argumentation in an organized scientific manner	

Course Outcomes and Teaching, Learning, and Assessment Methods

A- Cognitive Objectives A1- Defines the concept of digital media literacy A2- Becomes familiar with digital citizenship A3- Identifies the main functions of the citizen journalist A4- Becomes familiar with how stereotypes are formed A5- Identifies the most important digital marketing mechanisms A6- Knows the difference between data and information
B - Skills objectives of the course. B1 – Acquires experience and skills through studying previous experiences B2 – Becomes familiar with the most important elements of the course B3 – The student acquires practical and scientific skills that help them perform their duties as required B4- Relies on what has been studied in practice through internet browsing
Teaching and Learning Methods
Scientific lecture method Discussion method, by directing questions to students and participation in the lecture
Assessment Methods
Daily oral test Short test Monthly exam Final exam
C- Affective and Value-Based Objectives C1- Demonstrates professional responsibility at work by benefiting from previous historical experiences C2- Demonstrates the ability for constructive critical thinking and problem solving, relying on and benefiting from past experiences C3- Ability to work in groups and collaborate as a team C4- Ability to manage time optimally
D - General and Transferable Skills (other skills related to employability and personal development). D1- The student is able to become a successful digital media professional D2- Ability for self-learning D3- Possesses real-world experiences with cognitive perceptions D4- Develops reporting skills

Course structure					
Assessment method	Teaching method	Unit / topic name	Required learning outcomes	Hours	Week
Written and oral tests and direct questions	Delivering lectures and in-person discussion	The concept of digital media literacy	The student learns the concept of Digital Media Education	2	1
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Digital citizenship	The student becomes familiar with digital citizenship	2	2
Written and oral tests and direct questions	Delivering lectures and in-person discussion	The citizen journalist	The student understands the concept of the citizen journalist	2	3
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Characteristics of stereotypes	The student explains the mechanisms of stereotypes and stereotyping	2	4
Written and oral tests and direct questions	Delivering lectures and in-person discussion	The main functions of newsrooms	The student explains the difference between data and information	2	5
Written and oral tests and direct questions	Delivering lectures and in-person discussion	The main tasks of digital marketing	The student understands digital marketing mechanisms, especially in the field of sports	2	6
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Framing theory	The student explains the emergence and development of framing theory	2	7
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Internet browsing	The student becomes familiar with, and broadens their understanding of, the scientific and practical applications of internet browsing	2	8
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Debate and argumentation	The student understands debate and argumentation in an organized scientific manner	2	9
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Creating a Flickr account	The student explains How to create a Flickr account	2	10

Written and oral tests and direct questions	Delivering lectures and in-person discussion	Media discourse	The student examines sectarian discourse and hate speech	2	11
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Digital media convergence	The student explains the introduction to media convergence in modern newsrooms	2	12
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Electronic publishing	The student explains the emergence and development of electronic publishing	2	13
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Political pressures	The student recognizes political pressures on digital media	2	14
Written and oral tests and direct questions	First-semester exam			2	15
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Modern digital applications	The student explains modern applications in digital media	2	16
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Humanization of media	The student defines the humanization of media	2	17
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Sources for verifying information	The student explains verification of statements made by public figures	2	18
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Media content creation	The student presents practical applications for creating a reflective text	2	19
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Blogs	The student explains how to create a blog	2	20
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Media ideology	The student understands the theoretical approaches to media ideology	2	21
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Critique and analysis of the press photograph	The student explains the critical analysis of the press photograph	2	22

Written and oral tests and direct questions	Delivering lectures and in-person discussion	Media material production	Explains practical applications in producing media material	2	23
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Critical thinking skills	The student becomes familiar with critical thinking skills	2	24
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Screenwriting	The student understands practical applications in writing a screenplay for producing a documentary program	2	25
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Press photograph editing	The student explains practical applications in photo editing	2	26
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Persuasion techniques in political propaganda	The student explains political propaganda	2	27
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Political propaganda	The student understands political propaganda techniques	2	28
Written and oral tests and direct questions	Delivering lectures and in-person discussion	Digital media discourse	The student explains skills for analyzing digital media discourse	2	29
Written and oral tests and direct questions		Second-month exam		2	30

Infrastructure	
None	1- Required textbooks
Media Literacy, Fahad bin Abdulrahman Al-Shumaimri Blogs: Alternative Media, Mohammed Abdel Hamid New Media: Concepts, Tools, and Applications, Abbas Mustafa Sadiq Studies in Electronic Media, Abdul Amir Al-Faisal Media Convergence in News Production, Fatima Al-Zahraa Abdel Fattah	2- Main references (sources)
Media Literacy in the Digital Age: The Search for Digital Identity, Ali Asaad, Arab Childhood Journal, Issue 79, 2011. Competencies of the Digital Media Literacy Curriculum from the Perspective of Iraqi University Professors, Sahar Khalifa, Al-Bahith Al-I'jami Journal, Issue 40, 2018.	A- Recommended books and references (scientific journals, reports, ...)
https://e3arabi.com/%D8%A7%D9%84%D8 https://www.ammonnews.net/article/513043	B- Electronic references, internet websites ...

Course Development Plan: Keeping pace with scientific developments and using modern methods in media studies, identifying areas of weakness, and applying the fundamentals of Total Quality Management

