

### Course Description Form

**1. Course Name:**

Agricultural media and press

**2. Course Code:**

MEAR338

**3. Semester / Year:**

Autumn semester

2024-2025

**4. Description Preparation Date:**

1/9/2025

**5. Available Attendance Forms:**

My presence+ electronic

**6. Number of Credit Hours (Total) / Number of Units (Total)**

2 theoretical hours + 3 practical hours/three and a half units

**7. Course administrator's name (mention all, if more than one name)**

Name: Hafsa Fattah Hadi Jassim Al-Anzi

Name: Ali Muhammad Jassim

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**8. Course Objectives****Course Objectives (Theoretical)**

- Enabling the student to understand and assimilate...the content of the scientific subject in an easy and understandable manner for all chapters of the subject
- Deliver an introduction on each topic in a simple manner and from the reality of public life.

**Objectives of the study subject (practical)**

- Learn about radio training
- How to conduct a radio and television dialogue
- How to do a radio investigation

- Explanation at length of all aspects of the subject, giving vivid examples to explain its nature and benefit.
- Presenting questions about the topic to demonstrate students' understanding through their answers.
- Conducting surprise exams and preparing practical reports

#### 9. Teaching and Learning Strategies

##### Theoretical

- Interactive lecture
- Brainstorming
- Dialogue and discussion
- Assigning tasks and reporting practical

##### work

- Assigning tasks with a report
- Scientific visit

#### 10. Course Structure

Week	Hours	Required Learning Outcomes	Unit or subject name	Learning method	Evaluation method
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The first	2 are theoretical 3 Practical	<p>Theoretical: a1: a1</p> <p>For the student to become familiar with agricultural media and print agricultural journalism</p> <p>For rural women</p> <p>Practical: b6</p> <p>Radio training e.</p>	<p>Theoretical</p> <p>Agricultural media and agricultural print press</p> <p>Practical</p> <p>The conventional concept of radio training + the importance of radio training + types of radio training</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson.</p>	<p>exams, reports, discussions, quizzes.</p>
The second	2 are theoretical 3 Practical	<p>Theoretical: a2</p> <p>For the student to understand the duties of agricultural journalism, the services it provides, and its arts</p> <p>Practical: b7</p> <p>Radio training</p>	<p>Theoretical</p> <p>The duties of agricultural journalism, the services it provides, and its arts</p> <p>Practical</p> <p>Objective of radio training radio training</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exams, reports, discussions, quizzes.</p>

		elements + radio training methods			
the third	2 are theoretical 3 Practical	<p>Theoretical: b1</p> <p>The student should know how agricultural news is processed and how a fact-based investigation is conducted</p> <p>Practical: b8</p> <p>Radio training</p>	<p>Theoretical</p> <p>Processing agricultural news, news content, and journalistic investigation</p> <p>Practical</p> <p>Areas of media training in the Radio and Television Union + general courses + information systems</p>	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exams, reports, discussions, quizzes.
the four	2 are theoretical 3 Practical	<p>Theoretical: b2</p> <p>The student should conduct an</p>	<p>Theoretical</p> <p>Press interviews</p>	Lectures, audio media reports, pictures, and other learning methods	exams, reports, discussions, quizzes.



		<p>agricultural press interview and newspaper headlines Practical: b9</p> <p>Setting radio training goals</p>	<p>and newspaper headlines Practical Evaluating the results of radio training and its obstacles + media training in the Radio and Television Union</p> <p>Scientific visit</p>	related to the lesson	
The Fifth	2 are theoretical 3 Practical	<p>Theoretical: a3 The student should know what a press photo is and what are the characteristics of a good press photo. Practical: b10 Radio and television dialogue</p>	<p>Theoretical Press photo and review of press materials Practical Dialogue is one of the</p>	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exams, reports, discussions quizzes.

			most important forms of radio programming + individual dialogue + public dialogue		
VI	2 are theoretical 3 Practical	<p>Theoretical: a4b3</p> <p>For the student to become familiar with the rules of reviewing journalistic materials.</p> <p>Characteristics and abilities of a journalist writer and how to write a good journalistic text</p> <p>Practical: b11</p> <p>Radio and television dialogue</p>	<p>Practical</p> <p>Radio dialogue and theoretical television</p> <p>Rules for reviewing press materials.</p> <p>Characteristic s and abilities of the writer</p> <p>Practical Seminars + information</p>	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exams, reports, discussions, quizzes.

			dialogue		
Seventh	2 are theoretical 3 Practical	<p>Theoretical: a5</p> <p>The student identifies the characteristics of the language used in journalistic writing</p> <p>Practical: b12</p> <p>Radio and television dialogue</p>	<p>Theoretical</p> <p>Characteristic s of the language used in journalistic writing</p> <p>Practical</p> <p>Opinion dialogue + personality dialogue</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exams, reports, discussions, quizzes.</p>
VIII	2 are theoretical 3 Practical	<p>Theoretical : a6c1</p> <p>The student should become familiar with agricultural extension publications and design an agricultural extension leaflet</p> <p>Practical: c2</p>	<p>Theoretical</p> <p>Agricultural publications</p> <p>Practical</p> <p>Choosing the topic of the dialogue + field research + setting pivotal questions</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exams, reports, discussions, quizzes.</p>
Ninth	2 are theoretical 3 Practical	Theoretical: a7	Theoretical	Lectures, audio media	exams, reports,

h		<p>For the student to become familiar with agricultural development magazines and some experiences in this field</p> <p>Practical: c3</p> <p>Preparing for dialogue</p>	<p>Agricultural development magazines.</p> <p>Some experiments</p> <p>Practical</p> <p>Choosing the guest</p> <p>character + designing the dialogue</p>	<p>reports, pictures, and other learning methods related to the lesson</p>	<p>discussions, quizzes.</p>
The tent	<p>2 are theoretical</p> <p>3 Practical</p>	<p>Theoretical: a8</p> <p>The student should know the importance and role of radio as a means of communicating with farmers</p> <p>Practical: c4</p> <p>Preparing for dialogue</p>	<p>Theoretical</p> <p>Audio radio as a means of communication with farmers</p> <p>Practical</p> <p>Preparing for the dialogue + dealing with the guest + managing the dialogue</p>	<p>Lectures, audio media reports, pictures, and other learning methods related to the lesson</p>	<p>exams, reports, discussions, quizzes.</p>
	<p>2 are theoretical</p> <p>3 Practical</p>	<p>Theoretical: b4</p>	<p>Theoretical</p>	<p>Lectures, audio media</p>	<p>exams, reports,</p>



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The student should  
create an indicative  
radio program and  
how to send it to  
farmers according to  
the stages of radio  
transmission from  
sender to receiver.

Practical: d1

Radio investigation

Stages of  
radio

transmission

from sender

to receiver

Practical

The concept

of radio

Investigation

+

characteristic

s of radio

investigation

+

characteristic

s of the radio

personality

reports,  
pictures, and  
other learning  
methods  
related to the  
lesson

discussions  
quizzes.

twelf  
th

2 are theoretical  
3 Practical

Theoretical: b5

The student applies  
the Columbia model  
for using radio drama  
in development

Practical: d2

Radio investigation

Theoretical

A model for  
using radio  
drama in  
development  
in Colombia

Practical

Self-

Lectures,  
audio media  
reports,  
pictures, and  
other learning  
methods  
related to the  
lesson

exams,  
reports,  
discussions  
quizzes.

			realization + money- realization		
Thir teen th	2 are theoretical 3 Practical	<p>Theoretical: a9</p> <p>The student must be able to know and understand the stages of the Greek experience</p> <p>Practical: d3</p> <p>Steps to produce a radio investigation</p>	<p>Theoretical</p> <p>Agricultural journalism (television)</p> <p>Practical</p> <p>Determine the topic + read and research the topic</p> <p>Scientific visit</p>	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exams, reports, discussions, quizzes.
fourt eenth	2 are theoretical 3 Practical	<p>Theoretical: a10</p> <p>For the student to understand what agricultural journalism (television) is.</p> <p>Practical: d4</p> <p>Steps to produce a radio investigation</p>	<p>Theoretical</p> <p>The effectiveness of visual programs</p> <p>Practical</p> <p>Identifying the aspects and features of the topic + conducting interviews +</p>	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exams, reports, discussions, quizzes.

			review and evaluation		
Fifte enth	2 are theoretical 3 Practical	Theoretical: a11  The student should know the role of the media in rural development  Practical: d5  Get to know the agricultural magazine	Theoretical  The role of the media in rural development  Practical  Stages of creating an agricultural magazine	Lectures, audio media reports, pictures, and other learning methods related to the lesson	exams, reports, discussions quizzes.

#### 11. Course Evaluation

	Evaluation methods	Evaluation date	(week) Grade	Relative weight %
1	Final theoretical report + practical	reports: week (15)  Practical: (15) week	7Theoretical  6 Practical	13%
2	Short test (1)	week (3)	4 theoretical 2Practical	6%
3	Midterm exam (theoretical and practical)	week (9)	10 theoretical 5 practical	15%
4	A short test (2)	weeks (12)	4 theoretical	6%



	Final practical test,	practical exam week	2 practical 20	20%
6	Final practical exam	theoretical exams week	40	40%
	Total		100	100%

## 12. Learning and Teaching Resources

Required textbooks (curricular books, if any)	Obligatory lectures on media and agricultural journalism There is no prescribed book
Main references (sources)	Agricultural communication and media Agricultural extension principles book
Recommended books and references (scientific journals, reports...)	The reference in agricultural extension by Ahmed Shukri Al-Rimawi and others
Electronic References, Websites	All websites and links related to agricultural media and journalism and ways to improve the reality of agricultural journalistic media

Instructor of Theoretical subject:

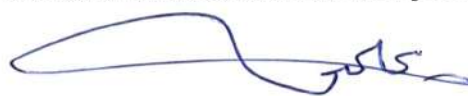
Hafsa Fatah



Instructor of Practical Subject:

Ali Muhammad Jassim

Ali tark hameed Amia zher yons







Chairperson of the Scientific Committee

. Prof. Dr. Ahmad Awad Talb



Head of Department

Assist. Prof. Dr. Talal Saeed Hameed

