Academic Program Description form for Colleges and Institutes
2021-2022

University: Mosul
College/Institute: College of Arts
Scientific Department: Media Department
Date of Submission: Sept.1, 2020

Signature:

Vice Dean for Scientific Affairs: Prof. Dr.
HarithHazimAyoub

Date: Sept. 1. 2021

Signature:

Head of Department: Assist. Prof. Dr.
Abdullah KhulaifKhudir

Date: Sept. 1. 2021

The file is audited by:
Quality Assurance and University Performance
Head of Quality Assurance and University Performance:
Date: Sept.1. 2021

Approved by:

Dean of College of Arts: Prof.Dr.
Mohammed Ali Mohammed Ofeen

Signature:

Date: Sept. 1. 2021

Description of the Academic Program (2021-2022)

> This academic program description provides a necessary summary of the most important characteristics of the program and the learning outcomes that the student is expected to achieve, demonstrating whether he has made the most of the available opportunities. It is accompanied by a description of each course within the program

Link to the program description on the College of Arts website:

https://uomosul.edu.iq/arts/wp-content/uploads/sites/17/2023/09/fvcrq-w1b9w.pdf

1. Scientific Institute:	**University of Mosul**
2. Scientific Department/ Center:	**Department of Media**
3. Academic or Vocational Program:	**Media curricula for all stages**
4. Final Certificate:	**Bachelor**
5. Academic system: **Annual/courses/others**	**First, Second and Third Stages: Annual** **Forth Stage: Courses**
6. Accreditation Program:	**Ministry of Higher Education and Scientific Research**
7. Other external influences:	**Central admission/labor market**
8. Date of Submitting the Form:	**Sept.1. 2021**
Goals of the Academic Program	
The course aims to provide the student with cognitive skills through the following: 1. Introducing media concepts. 2. Statement of the most important media functions. 3. Linking the media with traditional and digital media	

1. Program Outcomes and Teaching, Learning and Evaluation methods

A- 1 Cognitive Goals:

1. To learn the importance of Media Journalism
2. To recognize the functions of Media Journalism
3. To be able to deal with Media Means.

B. Skills Objectives of the Program:

1. To become familiar with the methods of media transmission of information.
2. To be able to employ media vocabulary in his work in the future.
3. To learn how to deal with image editing applications

C. Teaching and Learning Methods

1. How to edit images.
2. Group discussions.
3. Knowing how to benefit from modern technology
4. How to write a script to produce a documentary program

Evaluations Methods

1. Semester exams during the academic year.
2. Final test.
3. On going discussions and dialogues with students and accessing websites to learn how to edit photos and how to write a script.

Emotional and value-based goals:
1. The ability to interpret and link information together.
2. Mutual discussions.
3. The style of dealing with quizzes.
4. Brainstorming method.

Teaching and Learning Methods:

1. Method of giving lectures.
2. Group discussions.
3. Short quizzes.

Evaluation Methods:

1. General and qualifying transferable skills (other skills related to employability and personal development).
2. The ability to express ideas clearly and confidently in speech through dialogues and group discussions
3. The ability to express oneself clearly through discussions.
4. The ability to solve social problems according to scientific foundations.
5. The ability to employ photo editing and video editing programs in a way that serves media institutions.

Program Structure: Academic Syllabus

Courses with number of units / Department of Media / Journalism College of Arts / University of Mosul / 2021-2022

Syllabus of First Stage

First Stage	Units Number
Principles of Public Relations	2
Mass Communication and Means	2
The Art of PressRelease	3
Photojournalism	2
History of journalism	2
Media language	2
Human Rights and Democracy	2
English Language	2
Computer	2
Media and DigitalEducation	3
Total	**22**

Syllabus of Second Stage

Second Stage	Units Number
Journalistic Editing	3
Research Methodology	2
Theories of Communication	2
Political communication	2
Economics of Media	2
Social Psychology in Media	2
Digital Technologies	2
Media Language	2
English Language	2
Total	**19**

Syllabus of Third Stage

Third Stage	Units Number
Newspaper Editing/Article and Column	4
Arabic and International Press	2
Investigative Reports	4
Media Legislation and Ethics	2
General Opinion	2
Digital Technologies	2
Media Research Methods	2
Language of Media Discourse	2
English Language	2
Total	**22**

Syllabus of Forth Stage

Forth Stage	Units Number
Specialized Press	2
Electronic Press	2
Press Announcement	2
Press Production	2
Propaganda and Psychological Warfare	2
Management of Press Institutions	2
Linguistic Applications	2
English Language	2
Graduation Project	2
Total	**18**

1. Plans for Personal Development

1. Annual plans are developed collaboratively by the scientific committee and the department council to enhance both teaching performance and the course content by incorporating up-to-date vocabulary. This includes an annual target of increasing the subject's vocabulary by 15-20%.
2. Enrolling in training programs and courses and participating in distinguished scientific discussions, seminars and conferences.
3. Encouragingprofessors to communicate with their colleagues in the related departments because this is of great benefit.

2. Admission standard (setting regulations related to admission to the college or institute):

1. Regulations set by the Ministry of Higher Education and Scientific Research.
2. The general average of secondary study is not less than...
3. Personal interview
4. Free from physical and mental disabilities.
5. Good conduct and behavior.

3. The most important sources of information about the program

Methodical Books
Library
Internet
Virtual libraries