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Course Description Form

College: Arts University: Mosul Department or branch: Media 1. Course name and academic stage Language Applications/Stage Four .2 Course code Atme24f1147 .3 Semester/Year 2024/2025 .4 Date this description was prepared 2025/5/10 .5 Available forms of attendance In-person and online 6. Number of study hours (total) / Number of units (total) 2/2 visor (if more than one name is mentioned) and academic title. Name: Asst. Prof. Dr. Jumana Mohammed Naif Al-Dulaimi Email: iq.edu.uomosul@naif_j 8. Course objectives Course · Defining media linguistic applications · Knowing, objectives understanding, and analyzing the language used in the media and its impact on the audience · Study the methods of expression and formulation used in the media, such as the press, radio, television, and social media. . Enhancing accuracy and objectivity: Assessing the extent to which the media adheres to credibility and objectivity in the use of language, and avoids bias or manipulation of information. · Understanding linguistic influence on audiences: Analyzing how media language influences public opinion, and manipulates emotions and attitudes through the choice of vocabulary and rhetorical devices. · Developing media communication skills: Improving media writing and editing skills according to Proper grammar and media field requirements. · Comparing media styles: studying the differences between linguistic styles in different media and their cultural and social influences. Media Discourse Analysis: Understanding persuasion and influence strategies in media discourse, such as the use of rhetoric, insinuations, and repetition. . The use of technology in media language: studying the impact of artificial intelligence and

modern technology on media language, such as digital journalism and machine translation.

				uating media language ethic	
and learning strateg	9. Teaching				
Strategy	ing	Brainstorm			
	cation	Group edu			
	eaching	Reciprocal to			
10. Course structu					
The week	earning	Hours Required I	Name of unit	Learning method	
		Outcomes	or topic	method	Evaluation
1	2	Bachelor's	language concept Press	theory	Written and oral
2	2	Bachelor's degree	Journalistic style	theory	Written and oral
3	2	Bachelor's degree	Characteristics of journalistic:	theory	Written and oral
4	2	Bachelor's	Components of journalistic	theory	Written and oral
5	2	Bachelor's	Radio Language	theory	Written and oral
6	2	degree	Tolevision Language	theory	Written and oral
	2	Bachelor's	Advertising	theory	Written and oral
8		degree Bachelo	Language Basic Rules of Advertising La	theory	Written and oral
9	2	مامعة الوصل	Additional features for writing the declaration is	theory	Written and oral
	2	Bacheloria George	Electronic Media	theory	Written and oral
10		Bachelor's degree	History and	theory	Written and oral
11	2		Development of Electroni		
12	2	Bachelor's	Terminology	theory	Written and oral
		10.7	Basics in		
		Dark dark	Electronic Media Characteristics of	theory	Written and oral
13	2	Bachelor's	electronic medi		1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -
44	2	Bachelor's	Common Mistakes	theory	Written and oral
14	2	degree	Joint semester	theory	Written and oral
15	2	Bachelor's	exam verbal	theory	Written and oral
16		degreo	antonyms	theory	Written and oral
17	Bachelor's degr o o		linguistic	theory	Written and oral
18			Blas	theory	Vritten and oral
19	2	Bachelor's	Textual exercises		Vritten and oral
20	_	Bachelor's			Vritten and oral
21		Bachelor's xls	Discussion of journalistic t		
22	2	Bachelor's degree	Analytical exercises	theory	/ritten and oral
23	2	Bachelor's dogree	discussing political events	theory	ritten and oral
24	2	Bachelor's	Analysis of international conflicts	theory	ritten and oral

Written and oral	theory	Stylistic exercises:	Bachelor's degree		2	25
Written and oral	theory	discussing and correcting students' texts	Bachelor's degree		2	26
Written and onal	theory	Punctuation marks	Bachelor's		2	27
Written and oral	theory	number	degree		2	28
Written and oral	theory	Comprehensive	Bachelor's		2	29
Written and oral	theory	review midterm exam	degree Bachelor	s degree	2	30

	.11 Course Evaluation and Grade Divisions
The grade is distributed out of 100 based on the tas	sks assigned to the student, such as daily preparation, daily, oral, monthly
	and written exams, reports, etc.
	12. Learning and teaching resource
There is no	Required textbooks (methodology, if any) Main reference
Media Language / Abdulaziz Sharaf	(sources) Recommended supporting
	books and references (scientific journals, reports)
	Electronic references, websites
15%	Curriculum update rate

ama and signature of the head of the department or

branch: Prof De Brain Mahaman day

Name and signature of the course holder:

Asst. Prof. Dr. Jumana Mohammed Nayef Al-Dulaimi

		Course Description F	Form		
Departme	nt or branch: The	World College: Arts		University	y: Mosul
				1. Course nam	e and academic stage
				Journalist	c Directing / Fourth
					.2 Course code
					At me 24 f1144
					.3 Semester/Year
					2024-2025
				.4 Date t	his description was prepa
					2025/5/9
				.5 Ava	lable forms of attendar
					In-person and online
		6. Nur	nber of study hours (to	otal) / Number	of units (total)
					2/2
	Mame	: M.M. Shafan Amin Ahmed Emai	L.Iq.edu.uomosul@anm	led.SHaafan	8. Course objective
Learn the basics and	orinciples of the	art of journalistic		(Course objectives
Enhancing student		The same of the sa	جامع کلیده قسم		
				9. Teaching	and learning strategie
		Brainstorming			Strategy
		Group teaching •			
		Reciprocal teaching			
					10. Course structu
L	arning method	Name of unit or	Hours Required Lo	arning	The week
Evaluation method		topic	Outcomes		
Written and oral	theory	The concept of journalistic production and its	Bachelor's	3	1
	theory	Types of printing systems	Bachelor's	3	2

Written and oral	theory	General cut of the newspaper	Bachelor's	3	3
Written and oral	theory	newspaper building	Bachelor's	3	4
Written and oral	theory	topographic elements	Bachelor's	3	5
Written and oral	theory	Mixed Direction Philosophy	Bachelor's	3	6
Written and oral	theory	Titles and their types	Bachelor's	3	7
Written and oral	theory	Advantages and disadvantages of using handwriting in writing	Bachelor's	3	8
Written and oral	theory	titles: a practical application	Bachelor's	3	9
Written and oral	theory	The use of images in newspapers.	Bachelor's	3	10
Written and oral	theory	The development of the use of graphics	Bachelor's	3	11
Written and oral	theory	in journalism. Factors for choosing photographs suitable for	Bachelor's	3	12
Written and oral	theory	publication. Practical applic	ation. Bachelor's	3	13
Written and oral	theory	The use of hand drawings in journalism,	Bachelor's	3	14
Written and oral	theory	expressive and illustrative	Bachelor's	3	15
Written and oral	theory	drawings, and the development of co	ors in the House laborates	3	16
Written and oral	theory	Using separate colors with different topographic elements.	Bachelors	3	17
Written and oral	theory	Using compound colors in	Bachelor's	3	18
Written and oral	theory	journalism. Practical ap	plication chelor's	3	19
Written and oral	theory	Computer applications In journalistic	Bachelor's	3	20
Written and oral	theory	production Methods of entering computer	texts in Rachelor's	3	21
Written and oral	theory	Desktop publishing	Bachelor's	3	22
Written	theory	systems applications in journalism: entering	Poshola-t-	-	
and oral		photographs and graphics	Bachelor's	3	23
Editorial and oral	theory	desktop publishing system, ima	ge spa dianteloris es	3	24
Written and oral	theory	Pictures of words	Bachelor's	3	25
Written and oral	theory	Illustrated pages	Bachelor's	3	26

Written and oral	theory	The text Factors that control the clarity of the	Bachelor's	3	27
Written and oral	theory	text Development of letter order process	Bachelor's	3	28
Written and oral	theory	Modern electronic programs in journalistic production	Bachelor's	3	29
Written and oral	theory	are applied	Bachelor's	3	30

	.11 Course Evaluation and Grade Division
The grade is distributed out of 100 based on the tasks assigned	to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.
	12. Learning and teaching resource
	Required textbooks (methodology if any) Main References (Sources)
The Art of Journalistic Directing Book	Main References (Sources)
Recommended supporting books and references (scientific journals, rep	orts) Various sources and books related to the art of journalistic production Electronic
	references, Internet sites
25%	Curriculum update rate

Name and signature of the head of the department or branch

الاستاذ المحمود المستاذ المحمود المحم

Name and signature of the decision-holder

M.M. Shuan F

		ipuon Form	Course Description		
University: Mosul	ı	College: Arts	Col	ment or branch: The World	Departm
me and academic stag	1. Course nam	Latin system			
ournalism/Fourth Stag	Electronic Jou				
.2 Course code					
Atme24f1142					
.3 Semester/Year					
2024/2025					
this description was prepar	.4 Date thi				
2025/5/10					
ilable forms of attendan	.5 Availa				
In-person and online	1				
mber of units (total)	ours (total) / Num	6. Number of study hour	6. N		
2/2					
mentioned) and academi	1	course supervisor in more the	- it	Name: Prof	
mentioned) and academic	1	course supervisor in more the	of. Dr. Ali Ahmed Khad	Name: Prof	
mentioned) and academic	1	hader thail. iq.etju.uomo	of. Dr. Ali Ahmed Khad	Name: Prof	
mentioned) and academi	omosul@k.ahmed.a	hader thail. iq.etju.uomo	of, Dr. Ali Ahmed Khad	Name: Prof	
d.ali 8. Course objective Course objectives	omosul@k.ahmed.a	hader thail. iq.etju.uomo	of, Dr. Ali Ahmed Khad		
d.ali 8. Course objective Course objectives	omosul@k.ahmed.a	hader thail. iq.etju.uomo	of. Dr. Ali Ahmed Khad		
d.ali 8. Course objective Course objectives and learning strategi	omosul@k.ahmed.a	hader thail. iq.etju.uomo	of, Dr. Ali Ahmed Khad		
d.ali 8. Course objective Course objectives and learning strategi	omosul@k.ahmed.a	hader thail. iq.etju.uomo	of. Dr. Ali Ahmed Khad	• Brainstormin	
d.ali 8. Course objective Course objectives and learning strategic	omosul@k.ahmed.a	hader thail. iq.etju.uomo	of. Dr. Ali Ahmed Khad	• Brainstormin	
d.ali 8. Course objective Course objectives and learning strategic	omosul@k.ahmed.a	Bachelor's	of. Dr. Ali Ahmed Khad	• Brainstormin	Written and oral
d.ali 8. Course objective Course objectives Strategy	omosul@k.ahmed.a	Bachelor's	of. Dr. Ali Ahmed Khad	Brainstormin Group educat Reciprocal tead	
d.ali 8. Course objective Course objectives Ing and learning strategic Strategy 10. Course structur	9. Teaching	Bachelor's	of. Dr. Ali Ahmed Khad	Brainstormin Group educat Reciprocal tead	Written and oral
d.ali 8. Course objective Course objectives The strategic strategic strategy 10. Course structur 1	9. Teaching	Bachelor's Bachelor's Bachelor's Bachelor's	of. Dr. Ali Ahmed Khad	• Brainstormin • Group educat • Reciprocal tead	Written and oral Written and oral Written and oral

Written and oral	theory	The concept and definition of	Bachelor's	2	5
Written and oral	lheory	electronic journ The emergence of	Bachelor's	2	6
		electronic journalism			
Written and oral	theory	The development of electronic journalise	Bachelor's	2	7
Written and oral	theory	Types of electronic newspapers	Bachelor's	2	8
Written and oral	theory	Characteristics and advantages of	Bachelor's	2	9
		electronic journ	elism		
Written and oral	theory	Disadvantages of electronic journal	Bachelor's	2	10
Written and oral	theory	Determinants of success Electronic	Bachelor's	2	11
		journalism and its difficulti			
Written and oral	theory	Challenges facing electronic	Bachelor's	2	12
		journalism			
Written and oral	theory	Determinants of the relationship	Bachelor's	2	13
		between			
		electronic and pri	t journalism		
Written and oral	theory	News networks	Bachelor's degree	2	14
Written and oral	theory	professional standards in Electronic	Bachelor's degree	2	15
		journalism	11 30	AL	
Written and oral	theory	Features of	Bachent	2	16
		electronic newspaper des	الاعلام (معارة		
Written and oral	theory	Website building	Bachelor's	2	17
Written and oral	theory	requirements	Bachelor's	2	18
		development			
Written and oral	theory	Types of websites	Bachelor's	2	19
Written and oral	theory	Press	Bachelor's	2	20
		Electronic in the Arab world			
Vritten and oral	theory	Press Electronic in Iraq	Bachelor's	2	21
Vritten and oral	theory	Virtual	Bachelor's	2	22
		communities/approach			
Vritten and oral	theory	Social media sites	Bachelor's	2	23
/ritten and oral	theory	Lab for preparing and	Bachelor's	2	24
	alcory		230101013	~	
		analyzing Facebook, Twitter and			
		YouTube pages			
ritten and oral	theory	Planning an electronic	Bachelor's	2	2
		newspaper or news		1	
		website project			

Written and oral	theory	Discussing nows stories written and edited by students on social media.	Bachelor's	2	26
Written and oral	theory	Editing Lab News in the media Multiple	Bachelor's	2	27
Written and oral	theory	Mobile media applications	Bachelor's	2	28
Written and oral	theory	Student Analysis Lab News Sites	Bachelor's	2	29
Written and oral	theory	midterm exam	Bachelor's	2	30

.11 Course Evaluation and Grade Divisions

The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

12. Learning and teaching resources

Required textbooks (methodology if available) Main	There is no
references (sources)	
mmended supporting books and references (scientific	Recor
journals, report	Last

Electronic references, websites

Curriculum update rate

the head of the department or

prompt Frof, Dr. Jaseim Mohammed Khader

Name and signature of the course

holder: Prof. Dr. Ali Ahmed Khader

			1. Course nar	me and academic	
		All records to the late of the	Propaganda and		se code:2
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		74.110.2111110		3: Chapte	er/Year
		2024 - 2025 Annual			
		EUET EUEUTUMUUT	4: Date	e of preparation of	this description
		2025/5/10			
		The same of the sa	5: Av	vailable forms of a	attendance
		My presence			
		6: Number of study hou	rs (total) / Number of	f units (total)	
		2			
	7: N	lame of the course supervisor (if more	than one name is m	nentioned) and a	cademic title:
			76 76 SHF 76 B =	essor Yahya Muv	
				Course of	ojectives 8:
Propaganda and psychological warfare manipulating the feelings, beliefs, ar the media and communication. This ma	d behaviors	of individuals and the masses through		Course	objectives
shape it, and dire	ct its behavio	or in ways that serve spacific goals.			
		يه الاداب	9: Tead	ching and Learnin	ng Strategy
:1 Brainstorming		ما المعالم المعالم			Strategy
:2 Group education 3. Dialogue and discussion					
4: Self-education					
				10: Cou	rse Structure
Evaluation method	Loaming method	Name of unit or topic	Required learning outcomes	watches	The week
Written and oral	theory	Introduction to the history of	Bachelor's	2	1
Written and oral	theory	propaganda, the concept of propaganda	Bachelor's	2	2
Written and oral	theory	and its definitions,	Bachelor's	2	3
Written and oral	theory	types of propaganda,	Bachelor's	2	4
Written and oral	theory	laws of propaganda,	Bachelor's	2	5
Written and oral	theory	objectives of propaganda, principles	Bachelor's	2	6
Written and oral	theory	of successful propaganda, planning the	Bachelor's	2	7
Written and oral	theory	propaganda process, and co.	nter-probagogogor's	2	8
Written and oral	theory	Advertising	Bachelor's	2	9
Written and oral	theory	methods Types of advertising	Bachelor's	2	10
Written and oral	theory	methods Persuasive	Bachelor's	2	11
		methods in	advertising		
Written and oral	theory	Uses in advertising	Bachelor's	2	12

Written and oral	theory	Advertising and its relationship to patterns	Bachelor's	2	
		Communication			
Written and oral	theory	Propaganda and Politics	Bachelor's	2	
Written and oral	theory	Propaganda and Terrorism	Bachelor's	2	
Written and oral	theory	Historical References to War	Bachelor's	2	
		Psychological	100000000000000000000000000000000000000		
Written and oral	theory	The concept of psychological	Bachelor's	2	
Written and oral	theory	warfare, levels of psychological	Bachelor's	2	1
Written and oral	theory	warfare, types of psychological	Bachelor's	2	1
Written and oral	theory	warfare, goals of psychological	Bachelor's	2	2
Written and oral	theory	warfare, importance of	Bachelor's	2	
Written and oral	theory		Bachelor's	2	2
		psychological warfare, psychological	bachelots	-	22
Written and oral	theory	warfare in World War I	Park de de		
.		Psychological warfare in World War II	Bachelor's	2	23
Written and oral	theory	Psychological warfare in the Cold War	Bachelor's	2	24
Written and oral	theory	of the new world order	1 a gartop's	2	25
Written and oral	theory	Planning for psychological warfare,		2	26
Written and oral	theory	psychological warfare methods,	Bachelor's	2	
Written and oral	theory	psychological warfare, brainwashing	Bachelor's	2	27
		and ideological conversion		-	28
Written and oral	theory	Psychological warfare, rumors, and	Bachelor's	2	29
		secret broadcasts		-	23
Written and oral	theory	Psychological warfare and political	Bachelor's	2	30
		poisoning			
he grade is distributed and of (100)			:11 Course Evaluatio	n and Grade Divisions	
g. doc as disdibuted out of (100) accor	oing to the ta	sks assigned to the student, such as delily p	preparation, daily, oral, n		exams, ch reports, e
4-12-			12: Education	and teaching resource	
		Red	uired textbooks (meth		
Ismail propaganda and psychological warfa	re		Mair	References (Sou	rces)
Ahmed 2015		D			
Propaganda and Psychological Warfare B Maher Awda 2015	ook /	Recommended supporting bo	oks and references (s	cientific journals, i	reports)

YouTube, Facebook, and	Electronic references, websites
Google Scholar	

جامعة الموصل كلية الاداب قسم الإعلام

> Course instructor M.M. Yahya M. Yahya

2

			1. Co	urse name and aca	demic lev	el:
				Er	iglish lang	uage
				Co	urse code	2:2
				At Me F	1 4 eng	
				3: Cha	apter/Year	
				2024 - 2025	Annual	
				4: Date of preparation	of this desc	ription
				202	5/5/10	
				5: Available form	s of attend	ance
				In-person +	online	
		6: Number	of study hours (tota	l) / Number of units	(total)	
					/ 30 units	
		7: Name of the course super	visor (if more than on	e name is mentioned) and acad	emic
			,	title: Dr. Radwa	an Amin Hu	ussein
4-14					se objective	
1- De	velop students' skill	is in listening, speaking, reading and writing in E 2: Training in transle 3: Memorize and use some internation	ting texts			
				9: Teaching and L	earning St	ratem
		:1 Brainstorming :2 Group education 3. Dialogue and discussion 4: Self-education	Strategies used	in the teaching and learning. The desired goal		
				10:	Course St	ructur
Evaluation method	Learning method	Name of entriction	ا جما الم	Required learning outcome	watches	ă
Written and oral	theory	Terms Media + Subject Grammatical		Bachelor's		
Written and oral	theory	Reading Passage + Translation Passage + Terms	Media	Bachelor's	2	
Written and oral	theory	Grammatical Subject + Listening Passage Subject + Media Terms	+ Media	Bachelor's	2	
Written and oral	theory		Reading Passage + Translation Passage + Media			
Written and oral	theory	Grammatical Subject + Listening Passage Translation Passage + Media Subject +		Bachelor's	2	
Written and oral	theory	Translation Passage + Media Subject + Media Terms Reading Passage + Translation Passage + Media Bachelor's Terms				
Written and oral	theory	Grammatical Subject + Listening Passage Subject + Media Terms	+ Media	Bachelor's	2	
Written and oral	theory	Reading Passage + Translation Passage Terms	+ Media	Bachelor's	2	
Written and oral	theory	Grammatical Subject + Listening Passage Subject + Media Terms	+ Media	Bachelor's	2	
Written and oral Oral and written	theory	Reading Passage + Translation Passage Terms	+ Media	Bachelor's	2	
		Grammatical Subject + Listening Passag				

		Subject + Media Terms				
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	12
Written and oral	theory	Grammatical Subject + Reading Passage + Translation Passage + Media Terms		Bachelor's	2	13
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	14
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	15
Written and oral	theory	Terms Media + Subject Grammatical		Bachelor's	2	16
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	17
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms		Bachelor's	2	18
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	19
Written and oral	theory	Grammatical Subject + Listening Passage + Translation Passage + Media Subject + Media Terms		Bachelor's	2	20
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	21
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms		Bachelor's	2	22
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	23
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms		Bachelor's	2	24
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	1	Bachelor's	2	25
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms Reading Passage + Translation Passage + Media Terms		Bachelor's	2	26
Written and oral	theory	Reading Passage + Translation Passage - Media Terms	الاعدا	Bachelor's	2	27
Written and oral	theory	Grammatical Subject + Reading Passage + Translation Passage + Media Terms	-	Bachelor's	2	28
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	29
Written and oral	theory	Reading Passage + Translation Passage + Media Terms		Bachelor's	2	30
			:11 Course	Evaluation ar	nd Grade Di	visions
The grade is distribu	ited out of (100)	according to the tasks assigned to the student, such as da	ily preparation, daily, or	ral, monthly and	written exam:	s,
		•	12- E	ducation and		reports, etc.
available) Inte	ermediate-l	Headway New	Required textb			
		By Liz & John Soars	- Squirod toxto	USIN) CACO	louology	"
Cambridge E	nglish for th	he Media		Main source	es Referenc	ces
= ::		Ceramella & Elizabeth Lee				
bridge Englis			Recommended s	supporting bo references (se		male -
www.cambridge		Nick Ceramella, Elizabeth Lee https:// lgeenglish/catalog/ business-professional-and-				
vocational/camb	ridge english-	media	Internet	sites, electro	nic referen	ces

الاستاد الدي تور جُالِعُ لِي الله الدي الدي الماري Pr. Radwan A. Hussein

			1. Course nam	e and academic s	tage:
			Propaganda and		
				Course	code:2
		At me 24 f 11 45			
				3: Chapter/	Year
		2024 - 2025 Annual			
			4: Date	of preparation of th	is description
		2025/5/10			
			5: Av	ailable forms of at	tendance
		My presence			
		6: Number of study hours	s (total) / Number of	units (total)	
		2			
	7: N	ame of the course supervisor (if more	than one name is m	entioned) and aca	idemic title:
			Assistant Profe	ssor Yahya Muwa	1000
				Course obj	
paganda and psychological warfare				Course	objectives
manipulating the feelings, beliefs, an	d behaviors	of individuals and the masses through			
media and communication. This ma	iterial aims t	o direct and influence public opinion,			
shape it, and direc	ct its behavio	or in ways that serve specific goals.			
			9: Tead	ching and Learning	
:1 Brainstorming		1			Strategy
:2 Group education 3. Dialogue and discussion		المحامدة الموسل			
4: Self-education	(1	جامعة الموصل كلية الإداب الما			
	1	مرادي المحارم المحارم		10: Coun	se Structure
Evaluation method	Learning	Name of unit or topic	Required learning	watches	The week
	method		outcomes		
Written and oral	theory	Introduction to the history of	Bachelor's	2	1
Written and oral	theory	propaganda, the concept of propaganda	Bachelor's	2	2
Written and oral	theory	and its definitions,	Bachelor's	2	3
Written and oral	theory	types of propaganda,	Bachelor's	2	4
Written and oral	theory	laws of propaganda,	Bachelor's	2	5
Written and oral	theory	objectives of propaganda, principles	Bachelor's	2	6
Written and oral	theory		Bachelor's	2	7
2000	11000000	of successful propaganda, planning the	INDIAN IN TOXA	2	8
Written and oral	theory	propaganda process, and cou			9
Written and oral	theory	Advertising	Bachelor's	2	1000
Written and oral	theory	methods Types of advertising	Bachelor's	2	10
Written and oral	theory	methods Persuasive	Bachelor's	2	11
		methods in	advertising		
Written and oral	theory	Uses in advertising	Bachelor's	2	12

Written and oral	theory	Advertising and its relationship to patterns	Bachelor's	2	13
		Communication			
Written and oral	theory	Propaganda and Politics	Bachelor's	2	14
Written and oral	theory	Propaganda and Terrorism	Bachelor's	2	15
Written and oral	theory	Historical References to War	Bachelor's	2	16
		Psythological			
Written and oral	theory	The concept of psychological	Bachelor's	2	17
Written and oral	theory	warfare, levels of psychological	Bachelor's	2	18
Written and oral	theory	warfare, types of psychological	Bachelor's	2	19
Written and oral	theory	warfare, goals of psychological	Bachelor's	2	20
Written and oral	theory	warfare, importance of	Bachelor's	2	21
Written and oral	theory	psychological warfare, psychological	Bachelor's	2	22
		warfare in World War I			
Written and oral	theory	Psychological warfare in World War II	Bachelor's	2	23
Written and oral	theory	Psychological warfare in the Cold War	Bachelor's	2	24
Written and oral	theory	Psychological warfare in the shadow of the new world order	Bachelor's	2	25
Written and oral	theory	1179	S Bachelor's	2	26
Written and oral	theory	psychological warfare methods \$ 1	agnelor's	2	27
Written and oral	theory	psychological wartare, brainwashing	Bachelor's	2	
		and ideological conversion		-	28
Written and oral	theory	Psychological warfare, rumors, and	Bachelor's	2	29
		secret broadcasts			
Written and oral	theory	Psychological warfare and political	Bachelor's	2	30
		poisoning			
he grade is distributed out of (400) and			:11 Course Evalua	ation and Grade Division	is .
g-ood to distributed out of (100) acco	ording to the	tasks assigned to the student, such as daily	preparation, daily, ora		exams, rch reports,
			12: Educat	ion and teaching resour	
		Re	quired textbooks (m	ethodology, if any)	
Isrnali propaganda and psychological war Ahmed 2015	fare		м	dain References (So	urces)
Propaganda and Psychological Warfare	Book /	Recommended supporting b	ooks and references	s (scientific journals	reports
Maher Awda 2015					.,

YouTube, Facebook, and	Electronic references, websites
Google Scholar	d d

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Course Structor M.M. Yahya M. Yahy .

				name and aca	
			stage: Press An	nouncement	/ Fourth
	At	me 24 f 11 43		Cours	se code:2
				3: Chapte	r/Vear
		2024 - 2025 Annual		о. опарко	ii i cai
			4: Date	of preparation of	this description
		2025/5/10		, ,,	uno descripco
			5: Av	ailable forms of a	ttendance
		My presence			
		6: Number of study hou	rs (total) / Number of u	units (total)	
	7.11	2			
	7: N	ame of the course supervisor (if more			
			Assistant Profe	ssor Yahya Muwa	
To talk about an effective way	to communic	ate with the target audience through			jectives 8:
Print media such as newsp	papers, maga	zines, and posters to advertise a new		Course	objectives
roduct or service, launch a ma	rketing camp	aign, or announce an important event	related		
the company or institution. It is	relies on simp	ole language and avoids complex tech	nnical		
terms.					
45		المع المع المعالم	9: Teach	ing and Learning	Strategy
:1 Brainstorming :2 Group education		كلية الإداب			Strategy
Dialogue and discussion		قسم الاعلام			
4: Self-education		The marchanian			
	Learning			10: Course	e Structure
Evaluation method		Name of unit or topic	Required learning	10: Course watches	e Structure
	method		outcomes		e Structure The week
Written and oral	method	The origin of			26.0
	method	The origin of advertising The concept of advertising	outcomes Bachelor's Bachelor's	watches	The week
Written and oral Written and oral	theory theory	The origin of	outcomes Bachelor's Bachelor's	watches 2	The week
Written and oral Written and oral Written and oral	method	The origin of advertising The concept of advertising	outcomes Bachelor's Bachelor's	watches 2	The week
Written and oral Written and oral Written and oral Written and oral	theory theory	The origin of advertising The concept of advertising and its stages of development in joint and	outcomes Bachelor's Bachelor's	watches 2	The week
Written and oral Written and oral Written and oral	theory theory	The origin of advertising The concept of advertising and its stages of development in jor Bachelor of Advertising	outcomes Bachelor's Bachelor's malism Jobs Bachelor	watches 2 2 2	The week
Written and oral	theory theory theory	The origin of advertising The concept of advertising and its stages of development in joe Bachelor of Advertising Advertising Objectives Technical	Bachelor's Bachelor's maism Jobs Bachelor of	watches 2 2 2 2	The week 1 2 3 4
Written and oral Written and oral Written and oral Written and oral	theory theory theory	The origin of advertising The concept of advertising and its stages of development in joe Bachelor of Advertising Advertising Objectives Technical	Bachelor's Bachelor's maism Jobs Bachelor of Bachelor's	watches 2 2 2 2	The week 1 2 3 4
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Written and oral	theory theory theory theory	The origin of advertising The concept of advertising and its stages of development in jo Bachelor of Advertising Advertising Objectives Technical Foundations o Using technology in	outcomes Bachelor's Bachelor's malism Jobs Bachelor of Bachelor's Advertising Design	watches 2 2 2 2 2 2	The week 1 2 3 4 5
Written and oral	theory theory theory theory theory	The origin of advertising The concept of advertising and its stages of development in jour Bachelor of Advertising Advertising Objectives Technical Foundations of Using technology in advertising	outcomes Bachelor's Bachelor's maism Jobs Bachelor of Bachelor's Advertising Design Bachelor's	watches 2 2 2 2 2 2	The week 1 2 3 4 5

9	2	Bachelor's	Special elements in preparing the	theory	Written and oral
			advertising message		NAL III
10	2	Bachelor's	Psychological aspects of advertising	theory	Written and oral
11	2	Bachelor's	Advertising and Marketing	theory	Written and oral
12	2	Bachelor's	Advertising Campaigns	theory	Written and oral
13	2	Bachelor's	Advertising and Audiences	theory	Written and oral
14	2	Bachelor's	Measuring the Impact of Advertising or	theory	Written and oral
15	2	Bachelor's	Models of consumer behavior for advertising	theory	Written and oral
16	2	Bachelor's	Types of newspaper advertisements	* theory	Written and oral
17	2	Bachelor's	Advantages of	theory	Written and oral
18	2	Bachelor's advertising	advertisements Media and its	theory	Written and oral
19	2	Bachelor's	Advertising Promotion	theory	Written and oral
20	2	Baehelor's	Advantages and Disadvantages of	theory	Written and oral
21	2	Bachelor's	Advertising methods in	theory	Written and oral
22	2	Bachelor's	The impact of advertising on	theory	Written and oral
23	2	Bachelor's	financing Internet advertising	theory	Written and oral
24	2	Bachelor's	The most important differences between advertising in the press and the	theory	Written and oral
25	2	preparation	Bachelor's degree in advertising and design stages in journalism	theory	Written and oral
26	2	Stages in	Bachelor of Advertising Production 8 Press	theory	Written and oral
27	2	ng production	Bachelor's degree in online advertis stages	theory	Written and oral
28	2	Bachelor's	Preparing and editing the advertisement in the press	theory	Written and oral
29	2	Bachelor's	Advertising strategies in the press	theory	Written and oral
30	2	Bachelor's	Factors affecting size	theory	Written and oral

	Advertisement			T
			Evaluation and Gr	
The grade is distributed out of (100) according to the tas	ks assigned to the student, such as daily pre	paration, daily		itten exams,
		12: E	Education and teach	ning resources
	Required textbooks (methodology, if any)			
Press Announcement / Essam El-Din Farag 2007			Main References	(Sources)
The Art of Press Advertising Book / Safwat Muhammad Al-Alam 2009	Recommended supporting book	s and refere	nces (scientific journ	nals, reports
YouTube, Facebook, and Google Scholar		Electron	nic references, webs	sites

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M.M. Yahya M. Yahy.

	Course Description F	orm		
Department or branch: The	World College: Arts		University	: Mosul
		1	. Course name	and academic stage
		N	lanagement of	Press Institutions / Fo
				.2 Course code
				At me 24 f1146
				.3 Semester/Year
				2024-2025
			.4 Date th	nis description was prep
				2025/5/9
		m man (b.)	.5 Avai	lable forms of attenda
				In-person and online
	6. Nun	nber of study hours (to	tal) / Number o	of units (total)
	E. O.	كلية الاداب		2/2
	7. Name of the course	supervisor (if more tha	n one name is r	mentioned) and acaden
Name	: M. Mishfan Amin Ahmed Email:			
				8. Course objectiv
Identify the basics and principles of r	management in			
Identify the basics and principles of a journalistic in			С	8. Course objectives
journalistic i	nstitutions.		C	
journalistic in Gain the skill of the art of manageme	nstitutions. nt science in		С	
journalistic in Gain the skill of the art of manageme media institution	nstitutions. nt science in ons in general.		C	
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journalistic in Gain the skill of the art of management media institution	nstitutions. In science in leading with leading with			ourse objectives and learning strategie
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journalistic in Gain the skill of the art of management media institution	nstitutions. Int science in sons in general. Idealing with management fields. Brainstorming			ourse objectives and learning strategie
journalistic in Gain the skill of the art of management media institution	nstitutions. Int science in sons in general. Idealing with management fields. Brainstorming Group teaching			and learning strategie
journalistic in Gain the skill of the art of management media institution	nstitutions. Int science in sons in general. Idealing with management fields. Brainstorming Group teaching	Hours Required	9. Teaching	and learning strategie Strategy
journalistic i Gain the skill of the art of manageme media instituti Enhancing students' capabilities in the art of o	nstitutions. Int science in sons in general. Idealing with management fields. Brainstorming Group teaching Reciprocal teaching	Hours Required Le	9. Teaching	and learning strategie Strategy
Journalistic i Gain the skill of the art of manageme media instituti Enhancing students' capabilities in the art of o Enhancing method Evaluation Written and oral	nstitutions. Int science in sons in general. Idealing with management fields. Brainstorming Group teaching Reciprocal teaching	Hours Required Le Outcomes Bachelor's	9. Teaching	and learning strategie Strategy
journalistic i Gain the skill of the art of manageme media instituti Enhancing students' capabilities in the art of o Enhancing method Evaluation Written Learning method Evaluation theory	nstitutions. Int science in sons in general. Idealing with management fields. Brainstorming Group teaching Reciprocal teaching Name of unit or topic	Outcomes Bachelor's	9. Teaching	and learning strategie Strategy 10. Course structu The weel

Written and oral	theory	The Importance of management	Bachelor's	3	3
Written and oral	theory	Management and Media Functions	Bachelor's	3	4
Written and oral	theory	The administrative	Bachelor's	3	5
Written and oral	theory	institutions Media activities and creative	Bachelor's	3	6
Written and oral	theory	activities Challenges facing journalistic	Bachelor's	3	7
Written and oral	theory	institutions Management functions in journalistic	Bachelor's	3	8
Written and oral	theory	institutions Planning in journalistic	Bachelor's	3	9
Written and oral	theory	institutions Organization	Bachelor's	3	10
Written and oral	theory	journalistic Institutions Administrative	Bachelor's	3	11
Written and oral	theory	communication in journalistic institutions	Bachelor's	3	12
Written and oral	theory	Guidance in journalistic institutions Administrative	Bachelor's	3	13
Written and oral	theory	institutions Administrative In control in journalistic instit the press institutions in	mone leading telephone	3 2	14
Written and oral	theory	T Founders the calendar Journalism	Bachelor's	3	15
Written and oral	theory	Elements of Modern Management	Bachelor's	3	16
Written and oral	theory	The concept of global management	Bachelor's	3	17
Written and oral	theory	Global management mechanisms	Bachelor's	3	18
Written and oral	theory	Flexibility in Global Management	Bachelor's	3	19
Written and oral	theory	Training in International management	Bachelor's	3	20
Written and oral	theory	Financing in global institutions	Bachelor's	3	21
Written and oral	theory	Capacity development In journalistic institutions:	Bachelor's	3	22
Written and oral	theory	characteristics of the journalistic pro-	ect Bachelor's	3	23
Written and oral	theory	The organizational structure in journalistic	Bachelor's	3	24
Written and oral	theory	institutions Types of organizational structures in journalistic	Bachelor's	3	25
Written	theory	institutions The	Bachelor's	3	26

Written and oral	theory	Institutions Editing device Modern	Bachelor's	3	27
Written and oral	theory	technical journalism in journalistic	Bachelor's	3	28
Written and oral	theory	Institutions, remote journalistic manag Bach elor's		3	29
Written and oral	theory	semester exam	Bachelor's	3	30

.11 Course Evaluation and Gra	ade Divisions
The grade is distributed out of 100 based on the tasks assigned to the student, such as daily preparation, daily, oral, monthly and w	ritten exams,
reports, etc.	
12. Learning and teach	ing resources

	Required textbooks (methodology if any)
Global Institutions Management Book	Main References (Sources)
Recommended supporting books and reference	s (scientific journals, reports) Sources and books related to the administrative
	work Electronic references, Internet site
25%	
2376	Curriculum update

Name and signature of the head of the department or branch

Name and signature of the decision holder

				CONTRACTOR OF THE PARTY	D29
			1. Course nam		
		lev	el: Specialized	lournalism /	Fourth Le
				Course	e code:2
				ARMED2	4F1401
				3: Chapte	r/Year
			2024	- 2025 Anņ	ual
			4: Date of p	reparation of this	description
				2025/5/	10
			5: Availa	ble forms of a	ttendance
				Му	presence
		6: Number of study hor	urs (total) / Num	ber of units ((total)
				3	/4
	7: Name o	of the course supervisor (if more than	one name is mention	ned) and acade	mic title:
			M.E	. Dalia Muham	mad Jar All
				Course obje	
1- Study the reality of specialized journalism				Course o	
2: The importance of specialization in journalism					- Sentence
3 elements of journalism					
4: Levels of specialized journalism					
			9: Teachin	g and Learnin	g Strategy
:1 Brainstorming				St	rategy
:2 Group education					
3. Dialogue and discussion		10	\		
4; Self-education		جامعة الموصل	\		
		مليسة الإداب)	10: Course	e Structure
Evaluation method	Learning	Name of unit or dopic	Required learning	watches	The week
	method	am 13	outcomes		
Written and oral	Theory	The concept of specialized journalism	Bachelor's	2	1
Written and oral	Theory	and the objectives of specialized journalism	degree	2	2
Written and oral	Theory Fu	nctions of Specialized Journalism Theory of		2	3
Written and oral	Compone	ets of Specialized Journalism Theory of Reference		2	4
Written and oral	of Special	red Journalism Theory of Characteristics of the		2	5
Written and oral	Media Ter	m Theory of Journalism Characteristics of the		2	6
Written and oral	Audience	Theory of Rules of Specialized Journalism Theory		2	7
Written and oral		Specialized Journalism Theory of Elements of		2	8
Written and oral		d Journalism Theory of Conditions of the		2	9
Written and oral		d Journalist Theory of the Concept of Specialized		2	10
Written and oral		Motives for Establishing Specialized Journalism		2	11
Written and oral	Theory Th	eory of Levels of Specialized Journalism Theory		2	12
Written and oral					13
Written and oral				2	14
Written and oral		Processing methods in journalism Specialized		2	15
Written and oral	theory	Image and title selection in Press	Bachelor's	2	16
Written and oral	theory	Islamic Press	Bachelor's	2	17

com.book-noor.www		reports) Electronic references, websit			
Specialized journalism: its types a		Recommended supporting books and references (scientific journals,			
Dr. Muhammad Khalil: Specialized Journalism Farouq Abu Zaid: Specialized Journalism		Required textbooks (methodology, if any) and main references (sources)			
					Specialized journalism: its origins and d
			12: Educati		reports,
The grade is distributed out of (100) according to	the tasks as	signed to the student, such as daily pre	paration, daily, oral, n		
			A STATE OF S	ation and Grade D	
Written and oral				2	28
Written and oral				2	27
Written and oral				2	26
Written and oral	Journali	sm BA		2	25
Written and oral	BA The	ry of the Relationship between Print an	Electronic	2	24
Written and oral	Journali	sm Theory BA Satirical Journalism and	artoons Theory	2	23
Written and oral	Scientifi	and Technological Journalism Theory	BA Children's	2	22
Written and oral	and Tab	loids Specialized Journalism During Dis	sters BA Theory	2	21
Written and oral	Fominis	Journalism Theory BA Theory Sensation	nal Newspapers	2	20
Written and oral	Minority	Journalism Theory BA Partisan Journal	sm Theory BA	2	19
Written and oral	Political	Journalism Theory BA Sports Journalis	Theory BA	2	18

Course instractor Dalig M. Jar. alla h