

Course Description Form

Department or branch: Media

College: Arts

University: Mosul

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

7. Name of the course supervisor (if more than one name is mentioned) and academic title.

Al-Dulaimi Email: iq.edu.uomosul@naif_jumana.dr

Name: Asst. Prof. Dr. Jumana Mohammed Naif

8. Course objectives

Course

objectives

- Defining media linguistic applications • Knowing, 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.

- Evaluating media language ethics: examining the extent to which the media adheres to ethical standards in the use of language, such as avoiding misinformation or spreading fake news.

9. Teaching and learning strategies

- Brainstorming
- Group education
- Reciprocal teaching

10. Course structure

Evaluation	Learning method	Name of unit or topic	Hours Required	Learning Outcomes	The week
Written and oral	theory	language concept Press	Bachelor's	2	1
Written and oral	theory	Journalistic style	Bachelor's degree	2	2
Written and oral	theory	Characteristics of journalistic style	Bachelor's degree	2	3
Written and oral	theory	Components of journalistic style	Bachelor's	2	4
Written and oral	theory	Radio Language	Bachelor's	2	5
Written and oral	theory	Television Language	degree	2	6
Written and oral	theory	Advertising	Bachelor's	2	7
Written and oral	theory	Language Basic Rules of Advertising Language	degree Bachelor's degree	2	8
Written and oral	theory	Additional features for writing the declaration language	Bachelor's	2	9
Written and oral	theory	Electronic Media	Bachelor's degree	2	10
Written and oral	theory	History and Development of Electronic Media	Bachelor's degree	2	11
Written and oral	theory	Terminology Basics in Electronic Media	Bachelor's	2	12
Written and oral	theory	Characteristics of electronic media	Bachelor's	2	13
Written and oral	theory	Common Mistakes	Bachelor's	2	14
Written and oral	theory	Joint semester	degree	2	15
Written and oral	theory	exam verbal	Bachelor's	2	16
Written and oral	theory	antonyms	degree	2	17
Written and oral	theory	linguistic neutrality	Bachelor's degree Bachelor's degree	2	18
Written and oral	theory	Bias	Bachelor's	2	19
Written and oral		Textual exercises	Bachelor's		20
Written and oral		Discussion of journalistic texts	Bachelor's		21
Written and oral	theory	Analytical exercises	Bachelor's degree	2	22
Written and oral	theory	discussing political events	Bachelor's degree	2	23
Written and oral	theory	Analysis of international conflicts	Bachelor's	2	24

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 oral	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 tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, reports, etc.

12. Learning and teaching resources

There is no	Required textbooks (methodology, if any) Main references
Media Language / Abdulaziz Sharaf	(sources) Recommended supporting
	books and references (scientific journals, reports...)
	Electronic references, websites
15%	Curriculum update rate

Name and signature of the head of the department or

branch: Prof. Dr. Jassim Mohammed Khader

الأستاذ الدكتور
جاسم محمد الخادر
رئيس قسم الإعلام

Name and signature of the course holder:


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

Course Description Form

Department or branch: The World

College: Arts

University: Mosul

1. Course name and academic stage					
Journalistic Directing / Fourth					
2. Course code					
At me 24 f1144					
3. Semester/Year					
2024-2025					
4. Date this description was prepared					
2025/5/9					
5. Available forms of attendance					
In-person and online					
6. Number of study hours (total) / Number of units (total)					
2/2					
7. Name of the course supervisor (if more than one name is mentioned) and academic title					
Name: M.M. Shafan Amin Ahmed Email: iq.edu.uomosul@ahmed.Shaafan					
8. Course objectives					
<ul style="list-style-type: none"> Learn the basics and principles of the art of journalistic directing. Gain the skill of the art of journalistic directing. Enhancing students' abilities to issue and print paper and electronic newspapers. 			 <p>جامعة الموصل كلية الآداب قسم الإعلام</p>		
9. Teaching and learning strategies					
<ul style="list-style-type: none"> Brainstorming Group teaching Reciprocal teaching 			Strategy		
10. Course structure					
Evaluation method	Learning method	Name of unit or topic	Hours Required Learning Outcomes	The week	
Written and oral	theory	The concept of journalistic production and its development	Bachelor's	3	1
Written and oral	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 application.	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 colors in the newspaper	Bachelor's	3	16
Written and oral	theory	Using separate colors with different topographic elements.	Bachelor's	3	17
Written and oral	theory	Using compound colors in	Bachelor's	3	18
Written and oral	theory	journalism. Practical application	Bachelor's	3	19
Written and oral	theory	Computer applications in journalistic	Bachelor's	3	20
Written and oral	theory	production Methods of entering texts into computer	Bachelor's	3	21
Written and oral	theory	Desktop publishing systems applications	Bachelor's	3	22
Written and oral	theory	in journalism: entering photographs and graphics into the	Bachelor's	3	23
Editorial and oral	theory	desktop publishing system, Image space	Bachelor's	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 processes	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 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 any)
The Art of Journalistic Directing Book	Main References (Sources)
Recommended supporting books and references (scientific journals, reports...) 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

الأستاذ الدكتور
ياسين محمد الجورني
رئيس قسم الإعلام

Name and signature of the decision holder

M. M. Shuan A. Hussein
SI

Course Description Form

Department or branch: The World

College: Arts

University: Mosul

1. Course name and academic stage					
Electronic Journalism/Fourth Stage					
.2 Course code					
Atme24f1142					
.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					
7. Name of the course supervisor (if more than one name is mentioned) and academic title.					
Name: Prof. Dr. Ali Ahmed Khader, Email: iq.edu.uomosul@k.ahmed.ali					
8. Course objectives					
....			Course objectives		
9. Teaching and learning strategies					
• Brainstorming • Group education • Reciprocal teaching			Strategy		
10. Course structure					
Written and oral	theory	Electronic Publishing: Concept and Features	Bachelor's	2	1
Written and oral	theory	Forms of electronic publishing	Bachelor's	2	2
Written and oral	theory	The effects of electronic publishing on the Arab press	Bachelor's	2	3
Written and oral	theory	Electronic transformation in journalism	Bachelor's	2	4

Written and oral	theory	The concept and definition of electronic journalism	Bachelor's	2	5
Written and oral	theory	The emergence of electronic journalism	Bachelor's	2	6
Written and oral	theory	The development of electronic journalism	Bachelor's	2	7
Written and oral	theory	Types of electronic newspapers	Bachelor's	2	8
Written and oral	theory	Characteristics and advantages of electronic journalism	Bachelor's	2	9
Written and oral	theory	Disadvantages of electronic journalism	Bachelor's	2	10
Written and oral	theory	Determinants of success Electronic journalism and its difficulties	Bachelor's	2	11
Written and oral	theory	Challenges facing electronic journalism	Bachelor's	2	12
Written and oral	theory	Determinants of the relationship between electronic and print journalism	Bachelor's	2	13
Written and oral	theory	News networks	Bachelor's degree	2	14
Written and oral	theory	professional standards in Electronic journalism	Bachelor's degree	2	15
Written and oral	theory	Features of electronic newspaper design	Bachelor's degree	2	16
Written and oral	theory	Website building requirements	Bachelor's	2	17
Written and oral	theory	Website development	Bachelor's	2	18
Written and oral	theory	Types of websites	Bachelor's	2	19
Written and oral	theory	Press Electronic in the Arab world	Bachelor's	2	20
Written and oral	theory	Press Electronic in Iraq	Bachelor's	2	21
Written and oral	theory	Virtual communities/approach to the concept	Bachelor's	2	22
Written and oral	theory	Social media sites	Bachelor's	2	23
Written and oral	theory	Lab for preparing and analyzing Facebook, Twitter and YouTube pages	Bachelor's	2	24
Written and oral	theory	Planning an electronic newspaper or news website project	Bachelor's	2	25

Written and oral	theory	Discussing news 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

There is no	Required textbooks (methodology if available) Main
	references (sources)
	Recommended supporting books and references (scientific journals, reports...)
	Electronic references, websites
15%	Curriculum update rate

Name and signature of the head of the department or

branch: Prof. Dr. Jassim Mohammed Khader

الأستاذ الدكتور
جاسم محمد خادر
رئيس قسم الاعلام

Name and signature of the course

holder: Prof. Dr. Ali Ahmed Khader

Course Description Form

1. Course name and academic stage:					
Propaganda and Psychological Warfare / Fourth					
Course code:2					
At me 24 f 11 45					
3: Chapter/Year					
2024 - 2025 Annual					
4: Date of preparation of this description					
2025/5/10					
5: Available forms of attendance					
My presence					
6: Number of study hours (total) / Number of units (total)					
2					
7: Name of the course supervisor (if more than one name is mentioned) and academic title:					
Assistant Professor Yahya Muwaffaq Yahya					
Course objectives 8:					
Propaganda and psychological warfare refers to the systematic and organized use of manipulating the feelings, beliefs, and behaviors of individuals and the masses through the media and communication. This material aims to direct and influence public opinion shape it, and direct its behavior in ways that serve specific goals.				Course objectives	
9: Teaching and Learning Strategy					
Strategy					
:1 Brainstorming :2 Group education 3. Dialogue and discussion 4: Self-education					
10: Course 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 counter-propaganda	Bachelor'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 Communication	Bachelor's	2	13
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 Psychological	Bachelor's	2	16
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 warfare in World War I	Bachelor's	2	22
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	Planning for psychological warfare,	Bachelor's	2	26
Written and oral	theory	psychological warfare methods,	Bachelor's	2	27
Written and oral	theory	psychological warfare, brainwashing and ideological conversion	Bachelor's	2	28
Written and oral	theory	Psychological warfare, rumors, and secret broadcasts	Bachelor's	2	29
Written and oral	theory	Psychological warfare and political poisoning	Bachelor's	2	30

:11 Course Evaluation and Grade Divisions

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

12: Education and teaching resources


	Required textbooks (methodology, if any)
Ismael propaganda and psychological warfare Ahmed 2015	Main References (Sources)
Propaganda and Psychological Warfare Book / Maher Awda 2015	Recommended supporting books and references (scientific journals, reports...)

YouTube, Facebook, and
Google Scholar

Electronic references, websites



الأستاذ الدكتور
محمد مختار الجبوري
رئيس قسم الإعلام



Course instruction
M.M. Yahya M. Yahya

Course Description Form

1. Course name and academic level:					
English language					
Course code:2					
At Me F1 4 eng					
3: Chapter/Year					
2024 - 2025 Annual					
4: Date of preparation of this description					
2025/5/10					
5: Available forms of attendance					
In-person + online					
6: Number of study hours (total) / Number of units (total)					
30 hours / 30 units					
7: Name of the course supervisor (if more than one name is mentioned) and academic					
title: Dr. Radwan Amin Hussein					
Course objectives 8:					
1- Develop students' skills in listening, speaking, reading and writing in English. 2: Training in translating texts 3: Memorize and use some international terms.					
9: Teaching and Learning Strategy					
:1 Brainstorming :2 Group education 3. Dialogue and discussion 4: Self-education			Strategies used in the teaching and learning process to achieve The desired goals are as follows:		
10: Course Structure					
Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	Weeks	Rank
Written and oral	theory	Terms Media + Subject Grammatical	Bachelor's		1
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	Bachelor's	2	2
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms	Bachelor's	2	3
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	Bachelor's	2	4
Written and oral	theory	Grammatical Subject + Listening Passage + Translation Passage + Media Subject + Media Terms	Bachelor's	2	5
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	Bachelor's	2	6
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms	Bachelor's	2	7
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	Bachelor's	2	8
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms	Bachelor's	2	9
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	Bachelor's	2	10
Oral and written	theory	Grammatical Subject + Listening Passage + Media	Bachelor's	2	11

		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	Bachelor's	2	25
Written and oral	theory	Grammatical Subject + Listening Passage + Media Subject + Media Terms	Bachelor's	2	26
Written and oral	theory	Reading Passage + Translation Passage + Media Terms	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 and Grade Divisions

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


12: Education and teaching resources

available) Intermediate-Headway New By Liz & John Soars	Required textbooks (methodology if
Cambridge English for the Media By Nick Ceramella & Elizabeth Lee	Main sources References
Cambridge English for the Media by Nick Ceramella, Elizabeth Lee https://www.cambridge.org/ll/cambridgeenglish/catalog/business-professional-and-vocational/cambridge-english-media	Recommended supporting books and references (scientific journals, reports...)
	Internet sites, electronic references

الأستاذ الدكتور
رئيس قسم الإعلام
جامعة مصر

Course instructor
Pr. Radwan A. Hussein

Course Description Form

1. Course name and academic stage:					
Propaganda and Psychological Warfare / Fourth					
Course code:2					
At me 24 f 11 45					
3: Chapter/Year					
2024 - 2025 Annual					
4: Date of preparation of this description					
2025/5/10					
5: Available forms of attendance					
My presence					
6: Number of study hours (total) / Number of units (total)					
2					
7: Name of the course supervisor (if more than one name is mentioned) and academic title:					
Assistant Professor Yahya Muwaffaq Yahya					
Course objectives 8:					
Propaganda and psychological warfare refers to the systematic and organized use of manipulating the feelings, beliefs, and behaviors of individuals and the masses through the media and communication. This material aims to direct and influence public opinion, shape it, and direct its behavior in ways that serve specific goals.				Course objectives	
9: Teaching and Learning Strategy					
:1 Brainstorming :2 Group education 3. Dialogue and discussion 4: Self-education					
10: Course Structure					
Evaluation method	Learning 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 counter-propaganda	Bachelor'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
Written and oral	theory	methods in advertising	Bachelor's	2	12
Written and oral	theory	Uses in advertising	Bachelor's	2	12

Written and oral	theory	Advertising and its relationship to patterns <i>Communication</i>	Bachelor's	2	13
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 <i>Psychological</i>	Bachelor's	2	16
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 warfare in World War I	Bachelor's	2	22
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	Planning for psychological warfare	Bachelor's	2	26
Written and oral	theory	psychological warfare methods	Bachelor's	2	27
Written and oral	theory	psychological warfare, brainwashing and ideological conversion	Bachelor's	2	28
Written and oral	theory	Psychological warfare, rumors, and secret broadcasts	Bachelor's	2	29
Written and oral	theory	Psychological warfare and political poisoning	Bachelor's	2	30

:11 Course Evaluation and Grade Divisions

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

12: Education and teaching resources


	Required textbooks (methodology, if any)
Ismael propaganda and psychological warfare Ahmed 2015	Main References (Sources)
Propaganda and Psychological Warfare Book / Maher Awda 2015	Recommended supporting books and references (scientific journals, reports....)

YouTube, Facebook, and
Google Scholar

Electronic references, websites




الأستاذ الدكتور
محمد محمد يحيى
رئيس قسم الاعلام



Course Structor
M.M. Yahya & M. Yahya

Course Description Form


1. Course name and academic					
stage: Press Announcement / Fourth Stage					
Course code: 2					
At me 24 f 11 43					
3: Chapter/Year					
2024 - 2025 Annual					
4: Date of preparation of this description					
2025/5/10					
5: Available forms of attendance					
My presence					
6: Number of study hours (total) / Number of units (total)					
2					
7: Name of the course supervisor (if more than one name is mentioned) and academic title:					
Assistant Professor Yahya Muwaffaq Yahya					
Course objectives 8:					
<p>To talk about an effective way to communicate with the target audience through Print media such as newspapers, magazines, and posters to advertise a new product or service, launch a marketing campaign, or announce an important event related to the company or institution. It relies on simple language and avoids complex technical terms.</p>				<p>Course objectives</p>	
<p>:1 Brainstorming :2 Group education 3. Dialogue and discussion 4: Self-education</p>				<p>9: Teaching and Learning Strategy</p> <p>Strategy</p>	
10: Course Structure					
Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	The week
Written and oral	theory	The origin of	Bachelor's	2	1
Written and oral	theory	advertising The concept of advertising and its stages of development in journalism	Bachelor's	2	2
Written and oral	theory	Bachelor of Advertising Jobs Bachelor	2	2	3
Written and oral	theory	Advertising	of	2	4
Written and oral	theory	Objectives Technical Foundations of Advertising Design	Bachelor's	2	5
Written and oral	theory	Using technology in advertising	Bachelor's	2	6
Written and oral	theory	Advertising Ethics	Bachelor's	2	7
Written and oral	theory	Verbal and Nonverbal Symbols in Advertising	Bachelor's	2	8

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

		Advertisement			
:11 Course Evaluation and Grade Divisions					
The grade is distributed out of (100) according to the tasks assigned to the student, such as daily preparation, daily, oral, monthly and written exams, research reports, etc.					
12: Education and teaching 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 books and references (scientific journals, reports...)		
YouTube, Facebook, and Google Scholar			Electronic references, websites		


 الأستاذ الدكتور
 محمد بن حسين الجبوري
 رئيس قسم الاعلام




 Course instructor
 M.M. Yahya M. Yahya

Course Description Form

Department or branch: The World

College: Arts

University: Mosul

1. Course name and academic stage					
Management of Press Institutions / Fourth					
2. Course code					
At me 24 f1146					
3. Semester/Year					
2024-2025					
4. Date this description was prepared					
2025/5/9					
5. Available forms of attendance					
In-person and online					
6. Number of study hours (total) / Number of units (total)					
2/2					
7. Name of the course supervisor (if more than one name is mentioned) and academic title					
Name: M. Mishfan Amin Ahmed Email: iq.edu.uomosul@ahmed.SHaafan					
8. Course objectives					
<ul style="list-style-type: none"> Identify the basics and principles of management in journalistic institutions. Gain the skill of the art of management science in media institutions in general. Enhancing students' capabilities in the art of dealing with management fields. 				Course objectives	
9. Teaching and learning strategies					
<ul style="list-style-type: none"> Brainstorming Group teaching Reciprocal teaching 				Strategy	
10. Course structure					
Evaluation method	Learning method	Name of unit or topic	Hours Required Learning Outcomes	The week	
Written and oral	theory	The concept of management and its definitions	Bachelor's	3	1
Written and oral	theory	Bachelor of Management Theories Presentation		3	2

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 process in journalistic	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 in	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	In control in journalistic institutions leading decisions the press institutions in	Bachelor's	3	14
Written and oral	theory	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 project	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 and oral	theory	institutions The administrative apparatus in journalistic institutions	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 management	Bachelor's	3	29
Written and oral	theory	semester exam	Bachelor's	3	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 any)
Global Institutions Management Book	Main References (Sources)
Recommended supporting books and references	(scientific journals, reports...) Sources and books related to the administrative work
	Electronic references, Internet sites
25%	Curriculum update rate

Name and signature of the head of the department or branch


چانم چانم چانم
رئيس قسم الاعلام

Name and signature of the decision holder


M. M. Shaafun. A. Ahmed

Course Description Form

1. Course name and academic level: Specialized Journalism / Fourth Level					
Course code:2					
ARMED24F1401					
3: Chapter/Year					
2024 - 2025 Annual					
4: Date of preparation of this description					
2025/5/10					
5: Available forms of attendance					
My presence					
6: Number of study hours (total) / Number of units (total)					
3/4					
7: Name of the course supervisor (if more than one name is mentioned) and academic title:					
M.E. Dalia Muhammad Jar Allan					
Course objectives 8:					
Course objectives					
1- Study the reality of specialized journalism 2: The importance of specialization in journalism 3 elements of journalism 4: Levels of specialized journalism					
9: Teaching and Learning Strategy					
Strategy :1 Brainstorming :2 Group education 3. Dialogue and discussion 4: Self-education					
10: Course Structure					
Evaluation method	Learning method	Name of unit or topic	Required learning outcomes	watches	The week
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	Functions of Specialized Journalism Theory of		2	3
Written and oral	Components of Specialized Journalism Theory of Reference			2	4
Written and oral	of Specialized Journalism Theory of Characteristics of the			2	5
Written and oral	Media Theory of Journalism Characteristics of the			2	6
Written and oral	Audience Theory of Rules of Specialized Journalism Theory			2	7
Written and oral	of Rules of Specialized Journalism Theory of Elements of			2	8
Written and oral	Specialized Journalism Theory of Conditions of the			2	9
Written and oral	Specialized Journalist Theory of the Concept of Specialized			2	10
Written and oral	Journalism Motives for Establishing Specialized Journalism			2	11
Written and oral	Theory Theory of Levels of Specialized Journalism Theory			2	12
Written and oral				2	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

Written and oral	Political Journalism Theory BA Sports Journalism Theory BA	2	18
Written and oral	Minority Journalism Theory BA Partisan Journalism Theory BA	2	19
Written and oral	Feminist Journalism Theory BA Theory Sensational Newspapers	2	20
Written and oral	and Tabloids Specialized Journalism During Disasters BA Theory	2	21
Written and oral	Scientific and Technological Journalism Theory BA Children's	2	22
Written and oral	Journalism Theory BA Satirical Journalism and Cartoons Theory	2	23
Written and oral	BA Theory of the Relationship between Print and Electronic	2	24
Written and oral	Journalism BA	2	25
Written and oral		2	26
Written and oral		2	27
Written and oral		2	28

:11 Course Evaluation and Grade Divisions

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

12: Education and teaching resources

Specialized journalism: its origins and development	Required textbooks (methodology, if any) and
Dr. Muhammad Khalil: Specialized Journalism	main references (sources)
Farouq Abu Zaid: Specialized Journalism	
Specialized journalism: its types and arts	Recommended supporting books and references (scientific journals,
com.book-noor.www	reports...) Electronic references, websites
www.jkom.journal.ekb.eg	

الأستاذ الدكتور
محمد بن عبد الله
رئيس قسم الإعلام

د. د. ج. ا. ل. ه.
Course instructor
Dahy M. Jarallah