

Ministry of Higher Education and Scientific Research
Supervision and Scientific Evaluation Apparatus
Directorate of Quality Assurance and Academic Accreditation



Academic Program Description for Department of Media 2024-2025



Introduction

The educational program is considered a **curated and organized package of courses** that includes procedures and experiences structured as **academic syllabi**. Its main purpose is to build and refine graduates' skills, thereby qualifying them to meet the demands of the labor market. It is **reviewed and evaluated annually** through internal or external audit procedures and programs, such as the **External Examiner Program**.

The **Academic Program Description** provides a concise summary of the program's main features and its courses, outlining the skills that students are working to acquire based on the academic program's objectives. The importance of this description lies in the fact that it represents the cornerstone for obtaining **programmatic accreditation**, and it is collaboratively written by the **teaching staff** under the supervision of the **scientific committees** in the academic departments.

This guide, in its **second version**, includes an Academic Program Description after updating the subjects and paragraphs of the previous guide in light of the new developments and advancements in the educational system in Iraq. This included the description of the academic program in its traditional forms (**annual, semester**) as well as adopting the standardized Academic Program Description format circulated by the Directorate of Studies letter T M3/2906 on May 3, 2023, concerning programs that use the **Bologna Process** as a basis for their work.

In this regard, we can only emphasize the importance of writing both the Academic Program and Course Descriptions to ensure the smooth running of the educational process.



Concepts and terms

Academic Program Description:

The Academic Program Description provides a concise summary of its vision, mission, and objectives, including an accurate description of the intended learning outcomes according to specific learning strategies.

Course Description:

The Course Description provides a concise summary of the most important characteristics of the course and the expected learning outcomes that the student should achieve, demonstrating whether they have maximized the benefit from the available learning opportunities. It is derived from the Program Description.

Program Vision:

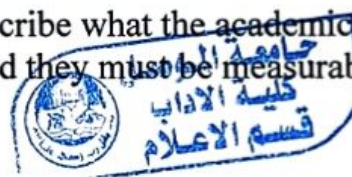
The Program Vision is an ambitious image of the academic program's future, aiming for it to be a developed, inspiring, motivating, realistic, and applicable program.

Program Mission:

The Program Mission briefly clarifies the objectives and the necessary activities to achieve them, and also defines the development paths and directions of the program.

Program Objectives:

Program Objectives are statements that describe what the academic program intends to achieve within a specified timeframe, and they must be measurable and observable.



Curriculum Structure:

The Curriculum Structure refers to all the academic courses/subjects included in the academic program according to the adopted learning system (semester, annual, Bologna Process), whether they are a requirement of the (Ministry, University, College, or Academic Department), along with the number of credit hours.

Learning Outcomes:

Learning Outcomes are a compatible set of knowledge, skills, and values that the student has acquired after successfully completing the academic program. The learning outcomes for each course must be defined in a way that achieves the Program Objectives.

Teaching and Learning Strategies:

Teaching and Learning Strategies are the strategies used by the faculty member to develop student teaching and learning. They are plans followed to achieve the learning objectives. That is, they describe all classroom and extracurricular activities to achieve the program's learning outcomes.

Academic Program Description form for Colleges and Institutes 2024-2025

University: Mosul

College: College of Arts

Scientific Department: Media Department

Date of Submission: Oct.1, 2024

Signature:

Vice Dean for Scientific Affairs: Prof. Dr.
Ammar Abdullatif Abdullalley

Date: Oct. 1, 2024

Signature:

Head of Department: Assist. Prof.
Dr. Jassem Mohammed Khudhair

Date: Oct. 1, 2024



The file is audited by:

Quality Assurance and University Performance

Head of Quality Assurance and University Performance:

Date: Oct.1, 2024

Approved by:

Dean of College of Arts: Prof.Dr.
Hateem Fahad Hanow Al- Taac

Signature:

Date: Oct. 1, 2024



1: The program's vision

To offer high-level, modern academic programs and graduate highly competent media professionals; to implement quality standards in university media education; to activate mechanisms for cooperation with academic and professional institutions inside and outside Iraq; and to utilize production technologies for media outlets, including publishing, writing, photography, and television production, in addition to understanding digital publishing, digital photography, and the use of operating systems via the World Wide Web. Furthermore, to adhere to professional ethics when addressing political, cultural, and social issues through printed and non-printed photojournalism, and to develop media curricula according to international standards that elevate them to a global level.

The Department of Media seeks to establish itself as a pioneering and distinguished academic institution in the media field by developing it into a College of Media within the University of Mosul. It works to preserve the national identity and serve media institutions scientifically and practically. It employs production technologies for media outlets, including publishing, writing, photography, and television production, as well as digital publishing, digital photography, and the use of operating systems via the World Wide Web. It also strives to understand cultural, historical, geographical, and political contexts and to acquire the knowledge, skills, and values necessary to foster national sentiment and effective participation in Iraqi society.

Its vision also lies in using cultural and geographical knowledge, history, and economics to research, analyze, and understand local, Arab, and global events, and to adhere to professional ethics when addressing political, cultural, and social issues through printed and non-printed photojournalism.

2: The program's Message

To prepare qualified media professionals in the fields of journalism, media, and television, and to develop their skills. To provide them with scientific, professional, and technological qualifications that meet the needs of the job market and the requirements for competition within Iraq. The Department strives to promote Total Quality Management, a commitment to high-level professionalism and ethics, and credibility in journalistic practice based on creativity and innovation, and a belief in the freedom of opinion and independent critical thinking as a foundation for creativity.

The Department also seeks to support the goals and functions of media and journalism related to monitoring society and achieving development goals in all fields. It aims to elevate the field of radio and television work and enhance



its professional aspects by supplying it with qualified teams of the Department's graduates. Furthermore, it works to bridge the relationship between print journalism, radio, and television and the fields of practice, and to establish a mechanism for cooperation and integration in tasks and objectives.

3: The program's Objectives

The academic course aims to provide the student with cognitive skills through the following:

1. **Defining media concepts** and explaining the most important media functions, linking the media professional with both traditional and **digital media** outlets.
2. **Qualifying and graduating specialized media competencies** in the field of journalism, radio, and television to support media institutions in the governorate and meet their needs for specialized staff.
3. The Department aspires to be a **center for cultural, cognitive, and media enlightenment**, a **link** between media institutions on one hand and the community on the other, and to study the community's needs, desires, and reactions regarding media performance and the media message.
4. **Strengthening cooperation** and developing relations and communication with the community, and providing available and possible services to effect a positive influence on the lives of community members.
5. Establishing **continuing education** and studying media and media application for media officials and state institutions, specifically in the fields of specialized media in all its forms, to develop the media profession.
6. **Developing the teaching staff**, in addition to preparing academic specialists in media (journalism, radio, and television), to launch **postgraduate studies (Master's)** in the department in the future.
7. **Developing the media sector** (journalism, radio and television, public relations) in Iraq by supporting and reinforcing media professionals with qualified young media cadres.
8. **Striving to advance the media profession** through scientific qualification by preparing media professionals committed to **transparency, credibility, objectivity, and professional ethics**.
9. The Department works to **develop its financial performance** to achieve future plans that can be funded, such as seminars, courses, and workshops

4 :Programmatic Accreditation

None

5: Other External Influences

None



6: Program Structure

Program structure	Number of courses	Study unit	percentage	* comments
Institutional requirements	9	22	11.90	Essential Course
College requirements	13	44	21.05	Essential Course
Department requirements	21	126	67.5	Essential Course
Summer training	None	None	None	None
Other	None	None	None	None

*Notes may include whether the course is core or optional.



7: Program Description

Credit hours		Course name	Course code	Level/Year
Practical	Theoretical			
	4	Principles of Public Relations	ARMED24F1101	The First Year / Annual System
	4	Mass communication and its means	ARMED24F1102	
4	4	The art of news reporting	ARMED24F1103	
	2	photojournalism	ARMED24F1104	
	4	History of the Press	ARMED24F1105	
	4	Media language	ARMED24F1106	
	4	Human rights and democracy	ARMED24F1107	
	4	English language	ARMED24F1108	
2	2	Calculators	ARMED24F1109	
4	4	Media and digital literacy	ARMED24F11010	
4	4	Journalistic editing	ARMED24F1201	The Second Year / Annual System
	4	Scientific research method	ARMED24F1202	
	4	Communication theories	ARMED24F1203	
	4	Montage	ARMED24F1204	
	4	Media Economics	ARMED24F1205	
	4	Baath Party crimes	ARMED24F1206	
2	2	digital technologies	ARMED24F1207	
	4	Media language	ARMED24F1208	
	4	English language	ARMED24F1209	

Credit hours		Course name	Course code	Level/Year
practical	theoretical			
4	4	articles and /Journalistic editing columns	ARMED24F1301	The Third Year / Annual System
	4	Arab and international press	ARMED24F1302	
4	4	ingInvestigative report	ARMED24F1303	
	4	Media legislation And his ethics	ARMED24F1304	
	4	public opinion	ARMED24F1305	
4	4	information technology	ARMED24F1306	
	4	Media research methods and statistical applications	ARMED24F1307	
	4	media discourse	ARMED24F1308	
	4	English language	ARMED24F1309	
	4			
	4	Specialized press	ARMED24F1401	annual /Fourth year system
	4	electronic journalism	ARMED24F1402	
	4	Press announcement	ARMED24F1403	
4	2	journalistic directing	ARMED24F1404	
	4	Propaganda and psychological warfare	ARMED24F1405	
	4	Management and planning of press institutions	ARMED24F1406	
	4	icationsLanguage appl	ARMED24F1407	
	4	English language	ARMED24F1408	
4	2	Graduation research	ARMED24F1409	



8: Expected Program Learning Outcomes

		Knowledge
Establishing continuous education and media studies and application for media officials and state institutions, across all forms of specialized media fields, to develop the media profession.	To qualify and graduate specialized media competencies in the fields of journalism, radio, and television, in order to support media institutions in the governorate and meet their need for specialized staff.	
		Skills
-Developing the media sector (Journalism, Radio and Television, Public Relations) in Iraq by providing and reinforcing media workers with qualified young media personnel. - Striving to elevate the media profession through scientific qualification by preparing media professionals committed to credibility, objectivity, and professional ethics.	The Program Skills Objectives are: -To identify the methods used by media outlets to convey information. -To be able to utilize media vocabulary in their future work. -To learn how to deal with image editing applications.	
		values
- Fostering the student's sense of belonging to	- Developing the student's ability to interpret and	

<p>the specialization and developing a desire to work in media institutions.</p> <ul style="list-style-type: none"> - Reinforcing the student's desire for competition and self-development to raise their competency and enhance their journalistic skills. 	<p>link information together.</p> <ul style="list-style-type: none"> - Developing the student's skills in mutual discussions. - Preparing the student to deal with unexpected questions.
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9: Teaching and Learning Strategies

There are several strategies:

- Field visits to media institutions.
- Awareness lectures and scientific seminars.
- Group discussions.
- Production of educational and directional films.
- Writing a script for the production of a documentary program.

10 : Methods of Assessment

Weekly, monthly, and daily exams, and the final year examination



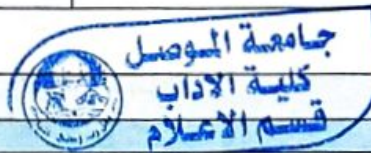
11 : The Teaching Staff

Faculty Members

Numbers of the Teaching Staff		Specialization		Academic Rank
lecturer	Staff	Narrow Specialization	General Specialization	
	Staff	political sociology	Sociology	Prof. Dr. Ali Ahmad Khidhr
	Staff	Industrial Sociology	Sociology	Prof. Dr. Juma'a Jasim Khalaf
	Staff	Contemporary Arab History	Modern History	Prof. Dr. Jassim Mohammed Khudhair
	Staff	Contemporary Arab History	Modern History	Prof. Dr. Ra'ad Ahmad Ameen
	Staff	Economic Sociology	Sociology	Assist. Prof. Dr. Amira Waheed Khattab
	Staff	Arabic literature	Arabic language teratureand li	Assist. Prof. Dr. Jumanah Mohammed Nayif
	Staff	Contemporary Arab History	Modern History	Assist.Prof.Dr. Khalid Ibrahim Khalil
	Staff	Medical Sociology	Sociology	Assist. Prof. Dr. Abdul-Razzaq Salih Mahmoud
	Staff	istic soundslingu	English language	Lect. Dr. Ridwan Ameen Hussein
	Staff	press	Media	Lect. Mohammed Samir Ali Hassan
	Staff	press	Media	Assist. Lect. Dalia Mohammed Jarallah
	Staff	Radio and Television	Media	Assist. Lect. Yahya Muwafaq Yahya
	Staff	sionRadio and Televi	Media	Assist. Lect. Fatah Hatem Khaz'al
	Staff	Translation	Translation	Assist. Lect. Manar Talal Hamid
	Staff	Radio and Television	Media	Assist. Lect. Shivan Ameen Ahmed
	Staff	Contemporary Arab History	Modern History	Assist. Lect. Mohammed Ahmed Faisal

Professional Development

Orientation of New Faculty Members



Professional Development for Faculty Members

The annual plans set by the Department's Scientific Committee and the Departmental Council to develop the performance of the teaching staff and encourage the use of more modern curriculum items (or subjects) at a rate ranging between 15% and 20% of the material.

12 : Admission Criterion

Criteria Set by the Ministry

1. Central Admission for morning study students.
2. Interview for acceptance into evening study.
3. Entrance Exam and Interview, and reliance on experience certificates for the admission of gifted students.
4. General Secondary School Average must be not less than 65.
5. Free from physical and mental disabilities (or medically fit).
6. Good conduct and behavior.

13 : The Most Important Sources of Information about the Program

- 1 : Curricula of the Media Departments and Colleges in Iraqi universities.
- 2: Corresponding Departments (or Peer Departments) in Arab and foreign universities.
- 3: The Student Guide: The Guide for the College of Media, Iraqi University.
- 4: The Student Guide on the electronic website (or official website).

14: Program Development Plan

- 1:Utilizing new concepts in the field of media and journalism and developing student skills through the use of modern media tools.
- 2:Annual plans set by the Scientific Committee for the development of curricula and programs.
- 3:Encouraging faculty members to communicate with their colleagues in corresponding departments, given the great benefit this provides to them.



Program Skills Matrix

Required Program Learning Outcomes															
Values				Skills				Knowledge				Basic or Optional	Course Name	Course Code	Year / Level
C4	C3	C2	C1	B4	B3	B2	B1	A4	A3	A2	A1				
			√				√				√	Basic	Principles of Public Relations	ARTMED24y101	2024 – 2025 / First
			√				√				√	Basic	Mass Communication and Its Media	ARTMED24y102	2024 – 2025 / First
			√				√				√	Basic	The Art of News Writing	ARTMED24y103	2024 – 2025 / First
			√				√				√	Basic	Photojournalism	ARTMED24y104	2024 – 2025 / First
			√				√				√	Basic	History of the Press	ARTMED24y105	2024 – 2025 / First
			√				√				√	Basic	Media Language	ARTMED24y106	2024 – 2025 / First
			√				√				√	Basic	Human Rights and Democracy	ARTMED24y107	2024 – 2025 / First
			√				√				√	Basic	The English Language	ARTMED24y108	2024 – 2025 / First
			√				√				√	Basic	Computers	ARTMED24y109	2024 – 2025 / First
			√				√				√	Basic	Media and Digital Literacy	ARTMED24y110	2024 – 2025 / First
			√				√				√	Basic	Journalistic Editing	ARTMED24y201	2024 – 2025 / Second
			√				√				√	Basic	Methods of Scientific Research	ARTMED24y202	2024 – 2025 / Second
			√				√				√	Basic	Communication Theories	ARTMED24y203	2024 – 2025 / Second

			√				√				√	Basic	Editing	ARTMED24y204	2024 – 2025 / Second
			√				√				√	Basic	Media Economics	ARTMED24y205	2024 – 2025 / Second
			√				√				√	Basic	Baath Party Crimes	ARTMED24y206	2024 – 2025 / Second
			√				√				√	Basic	Digital Technologies	ARTMED24y207	2024 – 2025 / Second
			√				√				√	Basic	Media Language	ARTMED24y208	2024 – 2025 / Second
			√				√				√	Basic	The English Language	ARTMED24y209	2024 – 2025 / Second
			√				√				√	Basic	Journalistic Editing	ARTMED24y301	2024 – 2025 / Third
			√				√				√	Basic	Arab and International Journalism	ARTMED24y302	2024 – 2025 / Third
			√				√				√	Basic	Investigative Reporting	ARTMED24y303	2024 – 2025 / Third
			√				√				√	Basic	Media Legislation and Ethics	ARTMED24y304	2024 – 2025 / Third
			√				√				√	Basic	Public Opinion	ARTMED24y305	2024 – 2025 / Third
			√				√				√	Basic	Information Technology	ARTMED24y306	2024 – 2025 / Third
			√				√				√	Basic	Media Research Methodologies	ARTMED24y307	2024 – 2025 / Third
			√				√				√	Basic	Language of Media Discourse/Rhetoric	ARTMED24y308	2024 – 2025 / Third
			√				√				√	Basic	The English Language	ARTMED24y 309	2024 – 2025 / Third
			√				√				√	Basic	Specialized Journalism	ARTMED24y401	2024 – 2025 / Fourth
			√				√				√	Basic	Electronic Journalism	ARTMED24y402	2024 – 2025 / Fourth
			√				√				√	Basic	Press Advertising	ARTMED24y403	2024 – 2025 / Fourth
			√				√				√	Basic	Newspaper Directing	ARTMED24y404	2024 – 2025 / Fourth

			√				√				√	Basic	Propaganda and Psychological Warfare	ARTMED24y405	2024 – 2025 / Fourth
			√				√				√	Basic	Management and Planning of Journalistic Institutions	ARTMED24y406	2024 – 2025 / Fourth
			√				√				√	Basic	Linguistic Applications	ARTMED24y407	2024 – 2025 / Fourth
			√				√				√	Basic	The English Language	ARTMED24y408	2024 – 2025 / Fourth
			√				√				√	Basic	Graduation Research	ARTMED24y409	2024 – 2025 / Fourth