

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 2025-2026



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 for Colleges and Institutes

University : University of Mosul
College : College of Arts
Scientific Department : Department of media
Date of Submission : June 18 ,2026

Signature:

Vice Dean for Scientific Affairs: Prof. Dr.
Ammar Abdulatif Abdulhadi
Date: 18/6/2026

معاون العميد للشؤون العلمية

Signature:

Head of Department: Assist. Prof.
Dr. Jassem Mohammed Khudhair
Date: 18/6/2026

The file is audited by:

Quality Assurance and University Performance
Head of Quality Assurance and University Performance:
Dr. Mohanad Khamis Abdallah

Date: 18/6/2026

Signature:

Vice Dean for Scientific Affairs:
Prof. Dr. Hateem Fahad Hanow Al- Taac
Date: 18/6/2026

18/6/2026



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	* tscommen
Institutional requirem	5	20	16%	Essential Course
Department requirements	31	138	84%	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			
	2	Principles of Public Relations	ARMED25AN101	The First Year / Annual System
	2	Mass Communication	ARMED25AN102	
2	2	The art of news reporting	ARMED25AN103	
2	1	photojournalism	ARMED25AN104	
	2	History of the Press	ARMED25AN105	
	2	Media language	ARMED25AN106	
	2	Human rights and democracy	ARMED25AN107	
	2	English language	ARMED25AN108	
2	1	Computers	ARMED25AN109	
2	1	Media and digital literacy	ARMED25AN1010	
2	2	Journalistic editing	ARMED25AN201	The Second Year / Annual System
	2	Scientific research methods	ARMED25AN202	
	2	tion theoriesCommunica	ARMED25AN203	
2	1	Montage	ARMED25AN204	
	2	Media Economic	ARMED25AN205	
	2	Baath Party crimes	ARMED25AN206	
2	1	digital technologies	ARMED25AN207	
	2	Media language	ARMED25AN208	
	2	English language	ARMED25AN209	



Credit hours		Name Course	Course code	Level/Year
practical	theoretical			
2	2	articles and /Journalistic editing columns	ARMED25AN301	The Third Year / Annual System
	2	Arab and international press	ARMED25AN302	
2	2	Investigative reporting	ARMED25AN303	
	2	legislation And his ethics Media	ARMED25AN304	
	2	public opinion	ARMED25AN305	
2	1	information technology	ARMED25AN306	
	2	Media research methods and statistical applications	ARMED25AN307	
	2	English Media Discourse	ARMED25AN308	
	2	English language	ARMED25AN309	
2	2	Specialized press	ARMED25AN401	Fourth year/ Annual System
	2	electronic journal	ARMED25AN402	
	2	Press announcement	ARMED25AN403	
2	1	journalistic directing	ARMED25AN404	
	2	Propaganda and psychological warfare	ARMED25AN405	
	2	Management and planning of press institutions	ARMED25AN406	
	2	Linguistic Applications	ARMED25AN407	
	2	English language	ARMED25AN408	
2		Graduation research	ARMED25AN409	



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 the specialization and developing a desire to	- Developing the student's ability to interpret and link information together.

work in media institutions.	- Developing the student's skills in mutual discussions.
- Reinforcing the student's desire for competition and self-development to raise their competency and enhance their journalistic skills.	- Preparing the student to deal with unexpected questions.

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	Contemporary Arab History	Modern History	Prof. Dr. Jassim Mohammed Khudhair
	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	Radio and Television	Media	Assist. Lect. Fatah Hatem Khaz'al
	Staff	Radio and Television	Media	Assist. Lect. Shivan Ameen Ahmed
	Staff	press	Media	Assist. Lect. Waled Salam Taha

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

Curricula of the Media Departments and Colleges in Iraqi universities & Corresponding Departments (or Peer Departments) in Arab and foreign universities:

- 1: **Saad Salman Al-Mashhadani:** Arab and International Journalism
- 2: **Sinan Saeed:** Studies in Iraqi Journalism
- 3: **Stephen Coleman:** Media and the Public
- 4: **Nahla Issa:** Radio and Television Directing in the Modern Era
- 5: **Yasser Bakr:** Ethics of the Photojournalism Image (*Photojournalism Ethics*)
- 6: **David Colon:** Information Warfare
- 7: **Mahmoud Azmy:** Principles of General Journalism
- 8: **Fathi Hussein Amer:** Artificial Intelligence and New Media
- 9: **Ahmed Zein El-Din:** Journalistic Writing: A Practical Guide
- 10: **Khaled Ahmed Al-Husseini:** Fundamentals of Media Translation

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.



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	✓		✓		✓		✓		✓		✓		✓		✓	Basic	Propaganda and Psychological Warfare	ARTMED25AN405	2025 – 2026 / Fourth
✓		✓			✓		✓		✓		✓		✓		✓	Basic	Management and Planning of Journalistic Institutions	ARTMED25AN406	2025 – 2026 / Fourth
			✓													Basic	Linguistic Applications	ARTMED25AN407	2025 – 2026 / Fourth
	✓		✓				✓		✓		✓		✓		✓	Basic	The English Language	ARTMED25AN408	2025 – 2026 / Fourth
	✓		✓				✓		✓		✓		✓		✓	Basic	Graduation Research	ARTMED25AN409	2025 – 2026 / Fourth

