

Academic Program Description

This program description provides a concise summary of the program's key features, the learning outcomes expected to be achieved by the student, and demonstrates whether the student has maximized the available learning opportunities. It is accompanied by a description of each course within the program.

Institution	1. Al-Farahidi University
Department/Center	2. College of Media
Name of Academic or Professional Program	3. Bachelor of Media
Name of Final Degree	4. Bachelor of Media / Department of Radio and Television Journalism
Annual	a. 5. Academic System: Annual / Courses / Other: Annual
	5. Accredited Program
Other External Influences	<p>Scientific research related to the department's specialization.</p> <p>Training in the experimental studio.</p> <p>World Wide Web (Internet).</p> <p>Regular and digital libraries.</p> <p>Data show.</p> <p style="text-align: center;">6.</p>
Date of Description Preparation	7. 25/9/2017
1. Objectives of the Academic Program:	a. General overview of the basics of media and radio and television journalism.

- b. The news function of radio and television journalism.
- c. Developing the student's mental ability through practical experience.
- d. Developing the student's ability to communicate with sources of information.
- e. Raising the student's ability to verify and verify information.
- f. Conducting practical experiments to produce news stories, programs, and documentaries.
- g. Enriching students' skills by discussing and evaluating their outputs.
- h. Developing external readings to develop the student's editorial style.
- i. Practical application of modern technologies for radio and television arts.
- j. Developing students' abilities to make administrative decisions in their field of specialization.

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1. Program Outputs and Teaching and Assessment Methods

Cognitive Objectives:

- 1- The student should be familiar with the principles, foundations, principles, and rules of media science and radio and television journalism.
- 2- Training students on the methods of work and direction of radio and television, and training them on the methods of designing modern websites.

- 3- Providing students with modern knowledge and skills, and the ability to deal with modern technological developments in the media.
- 4- The program seeks to prepare graduates who are able to support the local and regional labor market with workers in the field of radio and television work armed with high technologies, and immunized with the ethics of media work.

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1. Program-Specific Skills Objectives

B1. Providing the student with the academic scientific information that helps him in his work. B2. Training the student on modern technologies in his specific field of specialization. B3. Developing the student's mental abilities to collect and analyze news information and link them together. B4. Teaching the student how to manage television press conferences. B5. Teaching the student to be familiar with all aspects of planning and management in radio and television work.

Teaching and Learning Methods

1. Theoretical lectures.
2. Presentation of practical applications using data show technology.
3. Opening the door to discussion on the topic of study after its presentation.
4. Conducting educational visits to radio and television training centers in radio and television channels.
5. Assigning the student to implement an application program for one of the radio and television arts.

Assessment Methods

1. Daily and monthly tests.
2. Preparing and implementing operational programs.
3. Preparing and implementing news bulletins.
4. Conducting productive discussions and dialogues.

Affective and Value Objectives

C1. Practicing media work with professionalism, objectivity, and high ethics. C2. Preparing graduates with scientific and professional competence. C3. Applying the principles and foundations of professional media work. C4. Qualifying students through practical training on communication and media technologies.

Teaching and Learning Methods

Providing an educational environment conducive to logical thinking through continuous guidance of students by professors during lectures, opening the door to open and direct discussions with students, and conducting practical training.

Assessment Methods

1. Evaluating the student inside the classroom through daily attendance.
2. Evaluation of the student's interaction with the lecture and classroom discussions, and the student's self-behavior inside the classroom.
3. Evaluation through daily and monthly exams.
4. Evaluation by assigning students practical assignments, producing film works.

↪. General and Transferable Skills (Other Skills Related to Describability and Personal Development)

D1. Basic communication and communication skills through (sports activities, educational guidance, college conferences, department seminars, seminars to discuss student research, practical training, application outputs). D2. Teaching the student how to develop and enhance creative and innovative thinking skills in the field of specialization

Assessment Methods

Conducting research, papers, and graduation research for the final stage. Oral, monthly and daily exams.

Program Structure

Credit Hours		Course Name	Grade	Level
Practical	Theory			
	۲	Media Language		First year
	۲	English Language		

۳	۳	Television Production	
	۲	Media Psychology	
۱	۱	Computers	
۳	۳	Digital Media Literacy	
	۲	Public Relations	
	۲	Mass Communication	
۳	۳	Radio and Television News	
	۲	Human Rights	

Credit Hours		Course Name	C O U R S E C O D E	Level
Practical				
	۲	Media Language		Second year
	۲	English Language		
	۲	Communication Theories		
۳	۳	Interviewing and Investigation		
۱	۲	Voice and Presentation Art		
۳	۳	Radio and Television Directing		
۳	۳	Scientific Research Methods		
۳	۳	Radio and Television Program Preparation and Presentation		
۱	۱	Digital Technologies		
	۲	Political Communication		

Credit Hours		Course Name	C O U R S E C O D E	Level
Practical				
	2	Public Speaking		Third Year
	۲	English Language		
	۲	Public Opinion		

۲	۲	New Media		
	۲	Information Technology		
	۲	Media Legislation and Ethics		
۲	۲	Investigative Journalism		
	۲	Radio and Television Networks		
۲	۲	Reporting and Correspondence		
۲	۲	Media Research Methods		

Credit Hours		Course Name	Grade	Level
Practical				
	۲	Language Applications		Fourth Year
	۲	English Language		
۲	۲	Radio and Television Advertising		
۲	۲	Radio and Television Technologies		
	۲	Propaganda, War, and Psychology		
۲	۲	Radio and Television Scriptwriting		
۲	۲	Radio and Television Journalism		
	۲	Radio and Television Planning		
۲	۲	Graduation Project		

Program Learning Outcomes

The Media Studies program aims to develop the following skills and knowledge in its graduates

Learning Outcomes

Other skills related to employability and personal development				Affective and Values Objectives				Program-Specific Skill Objectives			Cognitive Objectives				Elective/Core	Course Name	Course Code	Year/Level
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/	/	/	/	/	/	/	/	/	/	/			/	/	Basic	/		/

Personal Development Planning

Scientific conference of the college.
 Quarterly scientific seminar of the department.
 Discussion groups for professors and students.
 Research workshops.

Admission Criteria (Regulations for Joining the College or Institute

According to the regulations set by the Ministry of Global Education through the Central Admission System.
 Admission criteria approved by the university and college, according to the student's desire to apply to the department.

Most Important Sources of Information about the Program

Textbooks, lectures by professors