



Republic of Iraq
Ministry of Higher Education & Scientific Research
Supervision and Scientific Evaluation Directorate
Quality Assurance and Academic Accreditation

Academic programs and course description

2023–2024

Introduction

The educational program is a coordinated and organized package of courses that include procedures and experiences organized into study modules. The primary purpose of the program is to build and refine the skills of graduates, making them qualified to meet the requirements 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 brief summary of the program's main features and courses, indicating the skills students are expected to acquire based on the program's objectives. The importance of this description is evident in that it represents the cornerstone for obtaining program accreditation. It is written by faculty members under the supervision of the academic committees in the academic departments.

This guide, in its second edition, includes a description of the academic program after updating the vocabulary and paragraphs of the previous guide in light of the new developments and changes in the educational system in Iraq, which included a description of the academic program in its traditional form (annual, semester) in addition to adopting the description of the academic program circulated pursuant to the letter of the Department of Studies TM3/2906 dated 5/3/2023 with regard to programs that adopt the Bologna process as the basis for their work.

In this context, we cannot but emphasize the importance of writing descriptions of academic programs and courses to ensure the smooth running of the educational process.

Concepts and terms:

Academic Program Description: The academic program description provides a concise summary of the program's vision, mission, and objectives, including a detailed description of the targeted learning outcomes based on specific learning strategies

Course Description: Provides a concise summary of the course's key features and the learning outcomes expected of the student, demonstrating whether the student has made the most of the available learning opportunities. It is derived from the program description.

Program Vision: An ambitious vision for the future of the academic program to be an advanced, inspiring, motivating, realistic, and applicable program

Program mission: It briefly explains the objectives and activities required to achieve them, and also identifies the program's development paths and directions.

Program objectives: These are statements that describe what the academic program intends to achieve within a specific time period and are measurable and observable.

Curriculum structure: All courses/subjects included in the academic program according to the approved learning system (semester, annual, Bologna track), whether required by (ministry, university, college, or scientific department), along with the number of academic units.

Learning outcomes: A consistent set of knowledge, skills, and values acquired by a student after successfully completing the academic program. Learning outcomes for each course must be defined in a manner that achieves the program's objectives.

Teaching and learning strategies: These are the strategies used by faculty members to develop student teaching and learning. They are plans followed to achieve learning objectives. They describe all classroom and extracurricular activities to achieve the program's learning outcomes.

Academic Program Description Form

This academic program provides a brief description of the program's key features and the learning outcomes expected of the student. This MB here indicates whether the student can make the most of the opportunities available. A description of each course within the program is attached.

Teaching Institution	Sadr AL Iraq University College
University Department/Centre	Journalism – Media Department
Academic or Professional Program Name	program education How to administration Institutions Media service For the community
Final Certificate Name	Bachelor of Media
Academic System	annual
Description Preparation Date	2023–2024

Signature

Dean s Assistant for scientific Affairs

Date:

Signature

Head of Department

Date:

The Program was authorized by Department

Quality Assurance and University Performance Manage

Head of Department of Quality Assurance and University Performance:

Signature

Date:

1. Program vision

To be a leading center of excellence in media education and research

The department contributes to promoting community awareness and sustainable development

The department produces media content that is appreciated and trusted at the national level

2. Program message

Providing distinguished and reliable media content that serves the needs of society.

Developing students' skills and preparing them to be creative in the media field.

Contributing to the development of the media industry at the local and regional levels.

3. Program objectives

The Department of Media aims to achieve specific educational and administrative objectives that enhance students' capabilities and enable them to contribute effectively to society and the media field. These objectives include :

- Teaching students current and future skills : qualifying students with the theoretical and practical skills necessary to keep pace with the requirements of international media work fields .**
- Enriching technical knowledge : Enabling students to acquire advanced technical knowledge through advanced training and in–depth education in media theories and professional ethics .**
- Developing media fields in society : Preparing graduates capable of developing and improving media fields in society, and protecting them from media deviations .**
- Enhancing the ability to persuade and confront : qualifying students to confront counter–propaganda and psychological warfare effectively and convincingly .**

4. Other external influences

- Ministry of Higher Education and Scientific Research.**
- University of Baghdad – College of Media.**
- Al–Mustansiriya University – Department of Media**

5. Program structure				
comments *	percentage	Study unit	Number of courses	Program structure
–	–	–	–	Institutional requirements
–	–	–	–	College requirements
	100%	156	37	Department requirements
–	–	–	–	Summer training
–	–	–	–	Other

Credit hours		Course name	Course code	Year/Level	
practical	theoretical				
–	2	mass communication	51301011	The first stage	
2	2	photojournalism	51301014		
–	2	Media language	51301017		
2	2	Journalistic editing	51301012		
–	2	Principles of Public Relations	51301015		
–	2	English language	51301018		
1	2	Calculators	51301019		
–	2	History of Journalism	51301016		
–	2	Human rights and democracy	51301010		
–	2	Media and digital literacy	51301013		
–	2	digital technologies and the computer	51301020	The second stage	
–	2	Communication theories	51301021		
2	2	Journalistic editing	51301022		
–	2	Media language	51301027		
–	2	English language	51301028		
–	2	Research methods	51301025		
–	2	Media Economics	51301023		
–	2	political communication	51301029		
–	2	Media Psychology	51301023		
–	2	the language English	51301028	Stage 3	
–	2	Research methods	51301025		
–	2	Media legislation	51301035		
2	2	Journalistic editing	51301031		
–	2	public opinion	51301032		

–	2	The language of discourse media	51301038	
2	2	Investigative Reports	51301033	
–	2	Arab and international press	51301034	
–	2	Information technology	51301035	
–	2	propaganda and rumor	51301044	Stage Four
–	2	Media Institutions Management	51301041	
–	2	Advertising principles	51301045	
2	2	Directing principles	51301043	
2	1	Specialized press	51301043	
–	2	Language applications	51301047	
	2	English language	51301048	

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

Expected learning outcomes of the program	
Knowledge	
A-CoKnowledge and Understanding	Learning Outcomes 1
1– that He knows The student importance And dangerous the job Media For his connection Live In society And the citizen on face Selection.	
2– that Owns The student language Media Correct And eloquent Empty from The melody and mistakes pronunciation And spelling.	
3– that can The student from standing before lenses Cameras pause Wathiq–Al The capable from Himself.	
4– that can The student from administration Episodes Discussion Don fear or Glory be to Him.	
5– that can The student from Pursuit the news And confine it In it And exploit it For the benefit of the society.	
B. Subject-specific skills	
1– that can The student from Use all Devices And the tools T Related By registering Programs Media	
2– that Master Students road development Programs Radio and television And all what Related With skills Photography	
3– that Master The student skill Direction Journalist	
Teaching and Learning Methods	
He depends Department Methods different Including:	
1– road Dialogue And the discussion.	
2– road The lecture.	
3– road Lectures Video.	
4– road learning electronic on road Use computer automated To display The material .Scientific	
Assessment methods	

<p>He resides Department performance on road:</p> <ol style="list-style-type: none"> 1– Exams Editorial. 2– Tests The process. 3– tracking development behavior Students during year Academic And the extent Their response For guidance T that Presented by Department Guidance unit in College on road knowledge Their way in Dealing with their peers And their colleagues. 	
<p>C. Thinking Skills</p>	
<ol style="list-style-type: none"> 1- that He is Students Example For the media Professional in currency. 2- that He is The student mm With arts Media according to Ethics and principles Profession 3- development thought Creative I have Students in the job Journalist 4- stay Relationships friendly between Students and institutions community And the media. 	
<p>D. General and Transferable Skills (other skills relevant to employability and personal development)</p>	
<ol style="list-style-type: none"> 1– ability on writing the news Media Professionally 2– ability on to publish Culture Media between individuals the society including Serves interest Public For the community 3– acquisition skills Media necessary For work Media 4– ability on acquisition Information Media And its employment in field Media 	
<p>Skills</p>	
<ol style="list-style-type: none"> 1– .students to acquire media work skills Enabling 2– Students acquire skills in using techniques and .communication technology in media work 	<p>Learning Outcomes 2</p>

1– Enabling students to acquire journalistic writing skills and use them in media work	Learning Outcomes
2– with Enabling students to acquire skills when dealing .digital and satellite media	3
values	
Training students to respect freedom of expression and adhere to media standards and ethics	Learning Outcomes 4
Encouraging students to practice academic, professional and ethical behavior as a supreme value	Learning Outcomes 5

6. Teaching and learning strategies

- 1– The existence of scientific curricula and systematic plans to
implement them efficiently**
- 2– sources and updating them continuously to ensure Using scientific
s sound understanding'the student**
- 3– Field visits to some media institutions and exchange of opinions
and viewpoints to discuss ideas and develop performance**

7. Evaluation methods

- 1– Daily, monthly and final exams**
- 2– Evaluate participation and contributions in classrooms**
- 3– Periodic reports, their discussion, the results of such research and
its scientific fruits**

9– Faculty

Faculty members

Faculty preparation		Special requirements/skills (if any)		Specialization		Academic rank
lecturer	staff			private	general	
	Staff			Public Relations	information	Asst. Prof. Dr. Karim Murad Ati
	staff			press	information	Dr. Salah Ghazi Ismail
	staff			Economic media	national culture	M.M. Abdul Qader Saleh Hussein
	staff			press	information	M.M. Duaa Fadel Abdel Sahib
	staff			Plastic	Fine Arts	M.M. Salem Ibrahim Musa
	Staff			Radio and Television	information	M.M. Buthaina Mohammed Ali
lecturer				Radio and Television	information	M.M. Zainab Hussein Suwadi
lecturer				press	information	Prof. Dr. Akram Faraj Abdul Hussein
lecturer				press	information	Prof. Dr. Riyad Kazim Muhammad

10. Professional development

Orientation of new faculty members

- 1- s 'Introducing new faculty members to the college and department vision, mission, organizational structure, policies, and .procedures
- 2- Enable new faculty members to gain an understanding of rights .and responsibilities
- 3- Providing new faculty members with detailed information about .the college facilities

faculty members Professional development for

- 1- The academic committee in the department shall develop the outline of the course, discuss it with the course instructor, and .state his teaching path
- 2- Encouraging the development of books that include the curricula .agreed upon by the Ministerial Committee
- 3- Writing periodic research papers within the specific specialization .s plan'and discussing them within the department
- 4- Instructions to teachers to use modern methods in delivering .lessons
- 5- Participation in seminars, workshops and conferences that .develop the teaching profession

11. Acceptance criteria

- 1- The learner must have a preparatory school certificate .(scientific, literary, commercial, or vocational)
- 2- .Student rate
- 3- .Student's desire
- 4- .Comparison between departments

12.sources of information about the The most important program

- | |
|--|
| <ul style="list-style-type: none">1– .Specialized magazines in the field of media2– University – Journal of the Media Researcher (College of Media
.(of Baghdad3– Media researcher's website onGoogle search engine .4– .University of Baghdad Digital Repository5– .The comprehensive library |
|--|

13.Program Development Plan

- | |
|---|
| <ul style="list-style-type: none">1– Developing the curriculum according to the annual plan to update the
.s academic programs' college2– .Periodic review of the course3– Follow up on scientific conferences and the latest developments in
.scientific material4– .Compatibility with what is offered by similar educational institutions5– .Study of labor market needs |
|---|

Curriculum Skills Map																			
Please tick in the relevant boxes where individual Program Learning Outcomes are being assessed																			
Required learning outcomes of the program																			
General and transferable skills for other skills) to related employability and personal (development				-Affective and value Thinking Skills				Program skill objectives				Knowledge and understanding				Essential or ?optional	Course name	Course code	Year/ Level
D 4	D3	D2	D1	A4	Part 3	Part 2	Part 1	B4	B3	B2	B1	A4	A3	A2	A1	essential	Press release	51301012	First
/					/					/				/		essential	Mass communicatio n and its means	51301011	
/					/					/				/		essential	photojournali sm	51301014	
/					/					/				/		essential	Arabic	51301012	
/					/					/				/		essential	Principles of Public Relations	51301015	

/					/					/				/		essential	English language	51301018	
/					/					/				/		essential	Calculators	51301019	
/					/					/				/		essential	History of Journalism	51301016	
/					/					/				/		essential	Human rights and democracy	51301010	
/					/					/				/		essential	Media and digital literacy	51301013	

Curriculum Skills Map

.to the individual learning outcomes of the programme being assessed Please tick the boxes corresponding

Required learning outcomes of the program																			
General and transferable skills for other skills) related to employability and personal (development				-Affective and value based goals				Program skill objectives				Cognitive objectives				Essential or optional	Course name	Course code	Year/Level
D4	D3	D2	D1	A4	Part 3	Part 2	Part 1	B4	B3	B2	B1	A4	A3	A2	A1	essential	digital technologies	51301020	

/					/					/				/		essent ial	Communica tion theories	51301021	Second
/					/					/				/		essent ial	Journalistic editing	51301022	
/					/					/				/		essent ial	political contact	51301029	
/					/					/				/		essent ial	the language Media	51301027	
/					/					/				/		essent ial	the language English	51301028	
/					/					/				/		essent ial	Media Psychology	51301023	
/					/					/				/		essent ial	Media research methods	51301025	
/					/					/				/		essent ial	Media Economics	51301023	

Curriculum Skills Map

.Please tick the boxes corresponding to the individual learning outcomes of the programme being assessed

Required learning outcomes of the program																			
General and transferable skills for other skills) related to employability and personal (development				-Affective and value based goals				Program skill objectives				Cognitive objectives				Essential or optional?	Course name	Course code	Year/Level
D4	D3	D2	D1	A4	Part 3	Part 2	Part 1	B4	B3	B2	B1	A4	A3	A2	A1	essential	Media legislation and ethics	51301035	the third
/					/					/				/		essential	public opinion	51301032	
/					/					/				/		essential	Media research methods	51301037	
/					/					/				/		essential	information technology	51301035	
/					/					/				/		essential	Investigative reports	51301033	
/					/					/				/		essential	Arab and international press	51301034	
/					/					/				/		essential	English language	51301028	

/					/					/				/		essenti al	The language of media discourse	51301038	
/					/					/				/		essenti al	newspaper article	51301031	

Curriculum Skills Map																			
.corresponding to the individual learning outcomes of the programme being assessed Please tick the boxes																			
Required learning outcomes of the program																			
General and transferable skills for other skills) related to employability and personal (development				-Affective and value based goals				Program skill objectives							Cognit ive objecti ves	Essenti al or optiona ?l	Course name	Course code	Year/ Level
D 4	D3	D2	D1	A4	Part 3	Part 2	Part 1	B4	B3	B2	B1	A4	A3	A2	A1	essenti al	Specialized journalism	51301043	Fourth
/					/					/				/		essenti al	Graduation research		
/					/					/				/		essenti al	Institutional managemen t	51301041	

/					/					/				/		essenti al	Advertising principles	51301045	
/					/					/				/		essenti al	Propaganda and psychologic al warfare	51301044	
/					/					/				/		essenti al	Language applications	51301047	
/					/					/				/		essenti al	English language	51301048	
/					/					/				/		essenti al	Electronic journalism	51301042	
/					/					/				/		essenti al	journalistic output	51301046	