



Scientific Research High education ministry
Scientific and calendar Supervision device
Academic and reliance Quality a guarantee circle
Accreditation to divide

دليل وصف البرنامج الأكاديمي والمقرر

2026/2025

:the introduction

is a coordinated and organized package of The educational program courses that includes procedures and experiences organized into course vocabulary. Its main purpose is to build and refine the skills of graduates, t. It is making them qualified to meet the requirements of the labor market 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 skills that students program's main features and courses, indicating the are working to acquire based on the academic program's objectives. The importance of this description is evident in that it represents the cornerstone for obtaining program accreditation, and it is written by the the supervision of the scientific committees in the teaching staff under .academic departments

This second edition of the guide includes a description of the academic program after updating the vocabulary and paragraphs of the d changes in the previous guide in light of the developments an educational system in Iraq, which included a description of the academic program in its traditional form (annual, semester system), as well as adopting the generalized academic program description according to the M3/2906 dated 5/3/2023 with regard to T tterDepartment of Studies' le .programs that adopt the Bologna Process as the basis for their work

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

:Concepts and terminology

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

This provides a concise summary of the course's key **: description Course** features and expected learning outcomes, demonstrating whether the student has the It is derived from .rning opportunitiesmade the most of the available lea .program description

An ambitious vision for the future of the academic program to be **:Program Vision** .a sophisticated, inspiring, motivating, realistic and applicable program

The goals and activities necessary to achieve them are briefly **:Program message** .explained , and the paths and directions of program development are identified

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

All courses/study materials included in the academic **:Curriculum structure** program according to the approved learning system (semester, annual, Bologna College and Scientific Department), ,track), whether required (Ministry, University .with the number of study units

acquired by A consistent set of knowledge, skills, and values **:Learning outcomes** the student after the successful completion of the academic program. The learning must be defined in a way that achieves the program's outcomes for each course .objectives

These are the strategies used by faculty members to : **strategies and learning** they are plans followed to achieve ;and learning enhance student teaching .activities classroom learning objectives. In other words, they describe all of the are used to achieve the learning outcomes Extracurricular activities .program

Academic Program Description Form

University Name: ..wasit.....

Faculty/Institute:college of art.....

Scientific Department: Media Department.....

Academic or Professional Program Name: Bachelor's degree in media

Final Certificate Name..... Bachelor's degree in media

The academic system is annual

Description Preparation Date: ٥-١٠-202٤

File Completion Date: ١٠-٥-202٤

Signature:

Head of Department Name:

Date:

Signature:

Scientific Associate Name:

Date:

The file is checked by:

Department of Quality Assurance and University Performance

Director of the Quality Assurance and University Performance Department:

Date:

Signature:

د. مسرورة عبد الله
شعبية ضمان الجودة

Approval of the Dean

Prof. Saad Dahis Naser
(phD)
Dean of the college of Arts

Template Academic Program Description

Program Vision .1

Preparing competent students in the field of media and communication skills
.management

Program message .2

Introducing students to the fields of media and –
journalistic practice and developing the skills and qualifications that enable students to achieve media
development in society
This course description provides a concise summary of the course's key –
features and the expected learning outcomes for students
demonstrating whether they have made the most of the available
learning opportunities .It must be linked to the program description .
To equip the student with the most important concepts and ideas in the field –
of writing for public relations

Program objectives .3

To provide learners with knowledge of the principles
and basics of editing and . media content creation
Getting acquainted with the artistic and media arts in the subject of editing and
content creation
Understanding the communication message industry in media, managing
.communication channels, and achieving goals

Program accreditation .4

The program is accredited by the Council of Curricula for Colleges and
Departments of Media in Iraq and is a central course

influences Other external .5

The decision falls within the responsibility of the Curriculum Accreditation Council,
Colleges and Departments of Media, Ministry of Higher Education and Scientific
Research
modern Adding the prescribed percentage for the instructor in employing
applications to deliver the curriculum

Program structure .6

* comments	Percentage	Study unit	Number of courses	Program structure
Basic course	%100		62	Institutional requirements
			classrooms	College requirements
			classrooms	Department requirements
			Field visits	Summer training
			Video editing and content creation development courses	Other

.The notes may include whether the course is core or elective *

Course description template

Course Name/Media Language .1
.Course code/first stage .2
.Chapter/Year/2025/2026 .3
.Date this description was prepared: 7/9/2025 .4
.(Available attendance forms / Official working hours (regular .5
.6 Number of study hours / (2) Number of units (2) in the stage

course coordinator (if there is more than one, please Name of the .7 .(mention it					
Name: M.D. Rafal Hadi Mahdi rhadi@uowasit.edu.iq					
objectives Course .8					
• create a general knowledge among students about the concept of media .language - essity of correcting the tongue in terms of Informing the student of the - .recognizing the articulation points of letters - aching the student to pay attention to the Arabic language and to move - - ond colloquial dialects, and helping him to understand complex .styles structures and obscure - veloping students' spelling and handwriting skills so they can write - - rectly in all aspects. Developing their literary and creative abilities so .they can express themselves effectively - and analysis, To accustom the student to a logical approach to presenta - - pecially in exercises on correct reading, and to avoid common linguistic .errors - ough this course, students will learn the skill of speaking in the media - - h ease in the press and media. Learning the basics of media language - ing it will help them to perform their journalistic duty in the and ma - quired manner with sound language that is characterized by clarity and - activeness, as it is a language that addresses the masses and all social .groups -					
strategies Teaching and learning .9					
opting methods of lecturing, presentation, discussion, dialogue, .brainstorming, and others					strategy
Course structure .10					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
ests of all kinds oral exams oral exams	Lecture Presentation	To create a general	As referred to in	hours 2 the week	* 1

oral exams	nd discussion	knowledge among	the previous	2	2
oral exams	Presentation	students about the	section, each	2	3
oral exams	nd discussion	concept of media	according to its	2	4
oral exams	Presentation	.language	.content	2	5
oral exams	nd discussion	Informing the –	=	2	6
oral exams	Presentation	student of the necessity of	=	2	7
oral exams	nd discussion	correcting the tongue in	=	2	8
oral exams	Presentation	terms of recognizing the	=	2	9
oral exams	discussion and	points of articulation	=	Monthly	10
oral exams	Presentation	.letters	=	ritten test	11
oral exams	nd discussion	The concept of –	=	2	12
oral exams	Presentation	language and its	=	2	13
Written tests	nd discussion	assistance in	=	2	14
oral exams	Presentation	understanding complex	=	2	15
oral exams	nd discussion	structures and obscure	=	2	16
oral exams	Presentation	.styles	=	2	17
oral exams	nd discussion	So that they can write	=	2	18
oral exams	Presentation	correctly in all aspects,	=	2	19
Written tests	nd discussion	and develop their literary	=	Monthly	20
oral exams	Presentation	and creative abilities so	=	ritten test	21
oral exams	nd discussion	that they can express	=	2	22
oral exams	Presentation	.rectlythemselves cor	=	2	23
oral exams	nd discussion	Common –	=	2	24
oral exams	Presentation	mistakes in media	=	2	25
oral exams	nd discussion	language	=	2	26
oral exams	Presentation	Linguistic –	=	2	27
oral exams	ussionand dis	expression in journalism	=	2	28
oral exams	Presentation	a comparison between)	=	2	29
oral exams	nd discussion	(literature and journalism	=	2	30
oral exams	Presentation	Practical –	=	2	31
oral exams	nd discussion	application in journalistic	=	2	32
oral exams	Presentation	style	=	2	
oral exams	nd discussion	Muthanna-Al –	=		
oral exams	Presentation	masculine plural –	=		
Written tests	nd discussion	Prohibited from –	=		
oral exams	Presentation	dispensing	=		
oral exams	nd discussion	The shortened –			
oral exams	Presentation	name			
oral exams	nd discussion	The –			
tests Written	Presentation	elongated name			

nd discussion Presentation	Incomplete – name			
nd discussion Presentation	Practical – applications			
discussion and Presentation	First month – exam			
nd discussion Presentation	The impact – of journalism on			
nd discussion Presentation	the renewal of .language			
nd discussion Presentation	The impact – of journalism on			
nd discussion Presentation	enriching the .language			
nd discussion Presentation	The – standards that a			
nd discussion Presentation	journalist should adhere to,			
Presentation nd discussion	especially in the .language field of			
Presentation nd discussion	Subject and – predicate			
Presentation ussionand dis	Inna and its sisters number			
Presentation nd discussion	The present tense verb (ending in a			
Presentation nd discussion	.(weak letter			
Presentation nd discussion				
Presentation nd discussion				
Presentation nd discussion				
Presentation nd discussion				
Presentation nd discussion				
Presentation nd discussion				

Course evaluation .11

First semester (20 marks): Daily preparation: 8 marks + Attendance: 2 marks + Monthly exam: marks 10

Chapter Two: (Twenty marks) Daily preparation : 8 marks + Attendance: 2 marks + Monthly

.(marks) (40 60) :(exam: 10 marks Final exam (written .(Final grade: (100 points	
Learning and teaching resources .12	
	(Required textbooks (methodology, if applicable

Course description template

Course Name: Digital Photojournalism	.13
Course Code/First Stage	.14
Semester/Year/2025/2026	.15
.Date this description was prepared: 7/9/2025	.16
.(Available attendance forms / Official working hours (regular.	.17

Number of study hours (3) / Number of units (2) in the stage.18	
than one, Name of the course coordinator (if there is more .19 (please mention it	
Name: M.M. Hamza Khalid Mutashar hamza110@uowasit.edu.iq	
objectives Course .20	
roducing students to the basics of digital photography in the field of journalism – and its importance in conveying news and visual reports abling students to use modern photography techniques, including professional – control of the camera and its components dying the technical and aesthetic characteristics that make a press photograph – influential and credible in the media ents in the use of digital photography techniques, such as adjusting Training s – lighting, choosing appropriate lenses, and digital editing introduce students to the role of the press photograph in reports, investigations, – photo essays, and media coverage alyzing how press photos are used on digital platforms such as news websites – and social media lementing practical training and applications to reach a professional level in – digital photojournalism anced techniques in Studying mobile photography, 3D photography, and – advertising and journalistic photography	
Teaching and learning strategies .21	
pting methods of lecturing, presentation, discussion, dialogue, brainstorming, practical application, and others	strategy

Course structure .1					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	The importance of photography and the qualities of a successful photographer	As referred to in the previous section, each according to its .content	3	1
Written tests	Presentation – Discussion	The concept of photography	=	3	2
Written tests	Presentation – Discussion	Imaging mechanisms	=	3	3
Written tests	Presentation – Discussion	The camera and its components	=	3	4
Written tests	Presentation – Discussion	Practical applications for using the camera	=	3	5
Written tests	Presentation – Discussion Live – Questioning	Requirements for a perfect image	=	3	6
Written tests	Presentation – Discussion	Practical applications for achieving a model image	=	3	7
Written tests	Presentation – Discussion	Digital photography	=	3	8
Written tests	Presentation – Discussion	Digital imaging techniques	=	3	9
Written tests	Presentation – Discussion	Practical applications in the field of digital photography	=	3	10
Written tests	Presentation – Discussion	The importance of lighting in the photography process	=	3	11
Written tests	Presentation – Discussion Live –	Practical applications for understanding the importance of	=	3	12

	Questioning	lighting in the photography process			
Written tests	Presentation – Discussion	Lenses in photography	=	3	13
Written tests	Presentation – Discussion	Practical applications of the importance of lenses in photography	=	3	14
Written tests	Presentation – Discussion	semester exam First	=	3	15
Written tests	Presentation – Discussion	Elements of a press photograph	=	3	16
Written tests	Presentation – Discussion	The use of images in journalistic arts	=	3	17
Written tests	Presentation – Discussion Live – Questioning	Practical applications using images in of journalistic arts	=	3	18
Written tests	Presentation – Discussion	TV camera	=	3	19
Written tests	Presentation – Discussion	Television filming techniques	=	3	20
Written tests	Presentation – Discussion	applications Practical in television photography	=	3	21
Written tests	Presentation – Discussion	Photography in the field of electronic media	=	3	22
Written tests	Presentation – Discussion	Photography techniques in the field of electronic media	=	3	23
Written tests	Presentation – Discussion Live – Questioning	Practical applications in photography in the field of electronic media	=	3	24
Written tests	Presentation – Discussion	The importance of modern technologies in the field of electronic media	=	3	25

Written tests	Presentation – Discussion	Practical applications in the field of modern technologies in photojournalism	=	3	26
Written tests	Presentation – Discussion	Advertising image techniques	=	3	27
Written tests	Presentation – Discussion	Mobile photojournalism	=	3	28
Written tests	Presentation – Discussion	Mobile applications	=	3	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	3	30

Course evaluation –11	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –12	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
references in the course Reliance on general field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
websites related Official and academic to the course field	Electronic references, websites

Course description template

English Language /Course Name .1
First Stage /Course Code .2

2026-Semester/Academic Year 2025 .3
2025-9-Date this description was prepared: 7 .4
official) attendance /) Available attendance methods: Regular .5 Interactive online classroom system when necessary
in the stage (2) Number of study hours (2) / Number of units .6
Name of the course coordinator (if there is more than one, .7 (please mention it
M. Asim Mahdi Radawi
objectives Course .8
- .Learning English grammar and vocabulary - .To enable the student to speak and communicate in English - ain information from the prescribed textbook and encourage the use of appropriate resources - .Available online
strategies Teaching and learning .9
.Adopting methods of lecturing, presentation, discussion and dialogue

Course structure -I I

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	Grammar Everyday English (Making Conversation) (Vocabulary (Parts of speech	As referred to in the previous section, according to its each .content		1
Written tests	–Presentation Discussion	Everyday English	=		2
Written tests	–Presentation Discussion	Speaking (Information gap, Discussion, Role play) Listening Writing (Informal Letter)	=		3
Written tests	–Presentation Discussion	Vocabulary (Describing countries, Collocation Daily life)	=		4
Written tests	–Presentation Discussion	Reading peaking (Information gap, Exchanging information) Writing (Linking words, Describing a person)	=		5
tests Written	–Presentation –Discussion Live Questioning	Grammar (Past tenses) Vocabulary (Irregular verbs, Noun, verbs, and adjectives, Making negatives)	=		6
Written tests	–Presentation Discussion	Everyday English (Time expressions, At, on, in) Reading	=		7
Written tests	–Presentation Discussion	Speaking (Telling stories) Listening	=		8
Written tests	–Presentation Discussion	Grammar (Quantity, Articles) Vocabulary	=		9
Written tests	–Presentation Discussion	Speaking Listening Writing (Filling in forms)	=		10
Written tests	–Presentation Discussion	Grammar (Verb patterns-1, Future intentions)	=		11
Written tests	–Presentation –Discussion Live Questioning	Reading	=		12
Written tests	–Presentation Discussion	Speaking (What are your plans and ambitions? Being a teenager) Listening	=		13
Written tests	–Presentation Discussion	General review	=		14
Written tests	–Presentation Discussion	First semester/second month exam	=		15
Written tests	–Presentation Discussion	Grammar (What's it like?, Comparative and superlative adjectives)	=		16

Written tests	–Presentation Discussion	Vocabulary (Talking about cities, Money, Synonyms and Antonyms)	=		17
Written tests	–Presentation –Discussion Live Questioning	Everyday English (Directions	=		18
Written tests	–Presentation Discussion	Reading	=		19
Written tests	–Presentation Discussion	Writing	=		20
Written tests	–Presentation Discussion	Everyday English Reading	=		21
Written tests	–Presentation Discussion	Reading (people, the main communicators'- the many ways we communicate)	=		22
Written tests	–Presentation Discussion	Reading	=		23
Written tests	–Presentation –Discussion Live Questioning	Writing (Linking words, Writing a story 1)	=		24
Written tests	–Presentation Discussion	Vocabulary EverydayEnglish (How do you feel?)	=		25
Written tests	–Presentation Discussion	Everyday English Reading	=		26
Written tests	–Presentation Discussion	Everyday English Reading	=		27
Written tests	–Presentation Discussion	Everyday English Reading	=		28
Written tests	–Presentation Discussion	review General	=		29
		Second semester exam			30

.(mark %20) :Chapter One
 .(Daily preparation: (5 marks
 .(Attendance and commitment within the classroom: (5 marks
 .(Monthly exam (10 marks

 .(Chapter Two: (20% mark
 .(Daily preparation: (5 marks
 .(Attendance and commitment within the classroom: (5 marks
 .(marks 0Monthly exam (1

 (Annual effort: (40 points
 (Final exam: (60 marks
 (Final grade: (100 points

Learning and teaching resources –13

Headway–Pre–Intermediate	quired textbooks (methodology, if (applicable
Appropriate resources available online	(Main references (sources
	Recommended supporting books and references (scientific journals, (...reports
Multiple websites	Electronic references, websites

Course description template

Democratic Human Rights :Course Name .1
Department / First Stage Course Code / Media .2
.Term/Academic Year 2025/2026 .3
7/9/2025 : Date this description was prepared .4
Available attendance methods: Regular (formal) attendance / Interactive online classroom system .5
in the stage (2) Number of units / (2) Number of study hours .6
Name of the course coordinator (if there is more than one, please mention .7 (it
M.M. Haider Abdul Radhan

objectives Course .8

leading awareness and a culture of rights, and educating individuals about their rights and .helps them defend them duties, which and defending it
moting peace and stability in conflicts and disputes through respect for rights and freedoms
.This contributes to building safe and stable nations
eking to reduce these Combating violations and crimes, uncovering violations, and .violations
elps foster intercultural understanding and supports peaceful communication by focusing on
On shared values
kers enact laws that contribute to preserving -Understanding human rights helps decision .these rights

ching and learning strategiesTea .9

Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .practitioners

Course structure .1					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Definition of human rights, their features and characteristics	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentation – Discussion	Types of human rights	=	2	2
Written tests	Presentation – Discussion	Human rights in Mesopotamian civilization	=	2	3
Written tests	Presentation – Discussion	Human rights in the Nile Valley	=	2	4
Written tests	Presentation – Discussion	Human rights in Roman civilization	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Human rights in Islam	=	2	6
Written tests	Presentation – Discussion	Fundamental human rights: their importance and primary sources	=	2	7
Written tests	Presentation – Discussion	Human rights and media ethics	=	2	8
Written tests	Presentation – Discussion	Practical applications of freedom of expression rights	=	2	9

		in media and social media			
Written tests	Presentation – Discussion	Universal Declaration of Human Rights	=	2	10
Written tests	Presentation – Discussion	–Non governmental organizations defending human rights	=	2	11
Written tests	Presentation – Discussion Live – Questioning	International human rights conventions	=	2	12
Written tests	Presentation – Discussion	Human rights agencies	=	2	13
Written tests	Presentation – Discussion	Declaration of the Rights of Man in France	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Definition of democracy, linguistically and technically	=	2	16
Written tests	Presentation – Discussion	The historical foundations of democratic thought	=	2	17
Written tests	Presentation – Discussion Live – Questioning	Characteristics of democracy	=	2	18

Written tests	Presentation – Discussion	The concept of a democratic state	=	2	19
Written tests	Presentation – Discussion	Democratic state orientations	=	2	20
Written tests	Presentation – Discussion	The foundations of a democratic state	=	2	21
Written tests	Presentation – Discussion	Obstacles to the establishment of a democratic state	=	2	22
Written tests	Presentation – Discussion	Means of assuming power	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Types of democracies	=	2	24
Written tests	Presentation – Discussion	Popular oversight of elected representatives	=	2	25
Written tests	Presentation – Discussion	Electoral systems in the world	=	2	26
Written tests	Presentation – Discussion	Majority voting , proportional representation voting , individual voting, and list voting	=	2	27
Written tests	Presentation – Discussion	The concept of the constitution and the articles	=	2	28

		pertaining to freedom of expression			
Written tests	Presentation – Discussion	A collection of important political terms	=	2	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30

Course evaluation –11	
	.(Chapter One: (20% mark .(Daily preparation: (grade .(within the classroom: (5 Attendance and commitment .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (grade .(Attendance and commitment within the classroom: (points .(Monthly exam (grade (Annual effort: (40 points (Final exam: (60 marks (points Final grade: (100
Learning and teaching resources –12	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Ministry of Higher Education decree	(Main references (sources
Adoption of modern research and studies within reputable international and Arab -journals: The Media Researcher Journal . Lark Journal	Recommended supporting books and (...journals, reports references (scientific
Official and academic websites related to the course field	Electronic references, websites

Course description template

.10 Course Name : Journalistic Editing / The Art of Writing News and Press Reports	.10
.11 Course Code / First Stage / Journalism Branch	.11
.12 20265/2025 Term/academic year	.12
.13 2026/9/7 :Date this description was prepared	.13
.14 Available attendance forms / Official (regular) working hours	.14
.15 in the stage (3) Number of units / (4) Number of study hours	.15
.16 Name of the course coordinator (if there is more than one, please .(mention it	.16
Name: Muntazer Khaled Aboud	
.17 objectives Course	.17
- Understanding the principles of journalistic editing - Complete knowledge of news writing templates - Teaching students practical applications in writing news articles and press reports	

Teaching students how to write newspaper headlines–

Teaching students how to write a press report–

Understanding how to edit online news and comparing it to news in newspapers –

Teaching and learning strategies .18

,Adopting methods of lecturing, presentation, discussion, dialogue, and practical training
and adopting advanced programs in content creation and developing media and
.journalistic skills for public relations practitioners

Course structure .2

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	The concept of a news report	As referred to in the previous section, each according to .its content	4	1
Written tests	Presentation – Discussion	Stages of development of news reporting	=	4	2
Written tests	Presentation – Discussion	a news story Characteristics of	=	4	3
Written tests	Presentation – Discussion	Types of news reports	=	4	4
Written tests	Presentation – Discussion	Sources of the news report	=	4	5
Written tests	Presentation – Discussion Live – Questioning	The six questions for editing a news report	=	4	6
Written tests	Presentation – Discussion	Technical templates for editing news articles	=	4	7
Written tests	Presentation – Discussion	Practical applications for editing news articles	=	4	8
Written tests	Presentation – Discussion	Press coverage of the news	=	4	9
Written tests	Presentation – Discussion	Practical applications for news coverage	=	4	10
Written tests	Presentation	Skills required for editing	=	4	11

	– Discussion	news articles			
Written tests	Presentation – Discussion Live – Questioning	Employing skills to edit news articles	=	4	12
Written tests	Presentation – Discussion	News values	=	4	13
Written tests	Presentation – Discussion	Practical applications for adhering to news values	=	4	14
Written tests	Presentation – Discussion	First semester exam	=	4	15
Written tests	Presentation – Discussion	News in online journalism	=	4	16
Written tests	Presentation – Discussion	Artistic templates in news editing in online journalism	=	4	17
Written tests	Presentation – Discussion Live – Questioning	Practical applications for news editing in online journalism	=	4	18
Written tests	Presentation – Discussion	Writing the headline for a news article	=	4	19
Written tests	Presentation – Discussion	Practical applications for headlines in news writing articles	=	4	20
Written tests	Presentation – Discussion	Mechanisms for using images in writing news articles	=	4	21
Written tests	Presentation – Discussion	Practical applications of using images in news writing	=	4	22
Written tests	Presentation –	The concept of a press report	=	4	23

	Discussion				
Written tests	Presentation – Discussion Live – Questioning	The importance of the press report Characteristics of a journalistic report	=	4	24
Written tests	Presentation – Discussion	journalistic reports Types of	=	4	25
Written tests	Presentation – Discussion	The report and its relationship to other journalistic arts	=	4	26
Written tests	Presentation – Discussion	Editing the press report	=	4	27
Written tests	Presentation – Discussion	Practical applications for editing journalistic reports	=	4	28
Written tests	Presentation – Discussion	Types of journalistic reports	=	4	29
tests Written	Presentation – Discussion Live – Questioning	Second semester exam	=	4	30

Course evaluation	-13
.(Chapter One: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks .(Chapter Two: (20% mark .(Daily preparation: (3 marks .(the classroom: (2 marks Attendance and commitment within .(Monthly exam (15 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	

Learning and teaching resources -14	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

News Course Name/ Radio and Television	.10
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Radio and Television Branch / Course Code / First Stage	.11
2026-Semester/Academic Year 2025	.12
2025-9-Date this description was prepared: 7	.13
Available attendance methods: Regular (official) attendance / Interactive online classroom system when necessary	.14
the stage In 2)) Number of units / (3) Number of study hours.	.15
Name of the course coordinator (if there is more than (one, please mention it	.16
M.M. Ahmed Hassan Arheem Kadhim Ahmedh.ir@uowasit.iq	
Course objectives	.17
- To become familiar with the basic concepts and modern theories in the field of media discourse - equip the student with the most important modern concepts and ideas for audio and visual media performance applications - Obtain information and ideas from primary sources - Developing skills in writing and drafting news and reports in a simple and effective style - Developing the ability to write news, reports, and programs of all kinds	
Teaching and learning strategies	.18
Adopting methods of lecturing, presentation, discussion and dialogue, and adopting advanced programs in content creation and the development of media and journalistic skills	

Course structure -14

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	Radio and television interview (concept and definitions)	As referred to in the previous section, each according to its .content	3	1
Written tests	–Presentation Discussion	Types of radio and television interviews	=	3	2
Written tests	–Presentation Discussion	television interview Radio and templates	=	3	3
Written tests	–Presentation Discussion	Preparing for radio and television interviews	=	3	4
Written tests	–Presentation Discussion	General rules for conducting interviews	=	3	5
Written tests	–Presentation –Discussion Live Questioning	Guest selection	=	3	6
Written tests	–Presentation Discussion	Bias in talk shows	=	3	7
Written tests	–Presentation Discussion	Rules and considerations that a journalist should take into account when formulating questions	=	3	8
Written tests	–Presentation Discussion	Types of questions used in interviews and how to formulate them	=	3	9
tests Written	–Presentation Discussion	Choosing the topics for a talk show on radio and television	=	3	10
Written tests	–Presentation Discussion	Elements of dialogue and interview programs	=	3	11
Written tests	–Presentation –Discussion Live Questioning	Dialogue and interviews at press conferences	=	3	12
Written tests	–Presentation Discussion	Skills of a successful talk show host	=	3	13
Written tests	–Presentation Discussion	Practical applications for managing talk shows	=	3	14
Written tests	–Presentation Discussion	First semester exam	=	3	15
Written tests	–Presentation Discussion	Television investigation (concept (definitions and	=	3	16
Written tests	–Presentation Discussion	The importance of television investigation	=	3	17
Written tests	–Presentation –Discussion Live Questioning	Features and characteristics of television investigation	=	3	18
Written tests	–Presentation Discussion	Areas of television investigation	=	3	19
Written tests	–Presentation Discussion	Types of television investigation	=	3	20
Written tests	– Presentation Discussion	Stages and steps of preparing a television investigation	=	3	21
Written tests	–Presentation Discussion	Investigation questions and text writing	=	3	22

Written tests	–Presentation Discussion	Choosing music and sound effects	=	3	23
Written tests	–Presentation –Discussion Live Questioning	Factors contributing to the success investigation of a television	=	3	24
Written tests	–Presentation Discussion	Analysis of examples of local television investigations	=	3	25
Written tests	–Presentation Discussion	Analysis of examples of Arab and foreign television investigations	=	3	26
Written tests	–Presentation Discussion	Hosting a specialist in investigations	=	3	27
Written tests	–Presentation Discussion	Practical applications for conducting television investigations	=	3	28
Written tests	–Presentation Discussion	applications for Practical conducting television investigations	=	3	29
		Second semester exam		3	30

Course evaluation –15	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(marks Attendance and commitment within the classroom: (5 .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –16	
Opting modern sources in the course field	Required textbooks (methodology, if (applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and scientific journals,) references (...reports

Official and academic websites related to the course field	Electronic references, websites
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template Course description

19.	Ceremonies and Etiquette :Course Name	
20.	First Stage/Public Relations Branch /Course Code	
21.	2026/2025 /Semester/Year	
22.	2025/9/7 :Date this description was prepared	
23.	.(Available attendance forms: Official working hours (regular	
24.	study hours (2) Number of units 2 Number of	
25.	Name of course coordinator (if more than one name is mentioned): M.M. Ali Ihsan Abdul Jalil	
	M.M. Ali Ihsan Abdul Jalil	
26.	Course objectives	
	 •	

.....	• concept of protocol and • and negotiation etiquette	Understanding
.....	definition of protocol and	Understanding
	art of protocol and	negotiation
	etiquette in universities	Knowledge of
	practical exercises in	Knowledge of
	protocol, etiquette, and negotiation	
	historical origins of	Understanding
	relationship to ceremonial art and its	
	media	
	historical origins of	Understanding
	and its relationship etiquette	
	In the media	
	political protocols	Knowledge of

Teaching and learning strategies .27

Material to the student	Using conversational techniques to convey the through scientific participation and explanation Detailed and practical application	strategy
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Course structure .28

Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
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Tests Editorial	Presentation and discussion	The concept of protocol and etiquette and negotiation	the axis Referred to in previous one and each accordingly Content	2	1
Tests Editorial	Presentation and discussion	Definition of protocol and negotiation	=	2	2
Tests Editorial	Presentation and discussion	The art of protocol and etiquette in	=	2	3

		universities				
Tests Editorial	Presentation and discussion	Practical training in protocol, etiquette, and negotiation	=	2	4	
Tests Editorial	Presentation and discussion	The historical origins of ceremonial art and its relationship to media	=	2	5	
Tests Editorial	Presentation and discussion	The historical origins of and etiquette its relationship to the media	=	2	6	
Tests Editorial	Presentation and discussion	The historical origins of the of art negotiation and its relationship to the media	=	2	7	

Tests Editorial	Presentation and discussion	Political ceremonies	=	2	8
Tests Editorial	Presentation and discussion	social ceremonies	=	2	9
Tests Editorial	Presentation and discussion	Media ceremonies	=	2	10
Tests Editorial	Presentation and discussion	Practical training in media protocol	=	2	11
Tests Editorial	Presentation and discussion	Patterns of protocol, etiquette, negotiation, their and relationship to the media	=	2	12
Tests Editorial	Presentation and discussion	The art of etiquette and dealing with others	=	2	13
Tests Editorial	Presentation and	First semester exam	=	2	14

	discussion					
Tests Editorial	Presentation and discussion	The culture of protocol, etiquette, and negotiation, and its relationship to public relations	=	2	15	
Tests Editorial	Presentation and discussion	The relationship of ceremonies, etiquette, and negotiation to other concepts	=	3	15	
Tests Editorial	Presentation and discussion	Practical exercises in Fahim-Al	=	2	17	
Tests Editorial	Presentation and discussion	Good habits	=	2	13	
Tests Editorial	Presentation and discussion	Employing good habits in public relations	=	2	19	

Tests Editorial	Presentation and discussion	Practical exercises in good habits	=	2	20
Tests Editorial	Presentation and discussion	The rules of precedence and their relation to public relations	=	2	21
Tests Editorial	Presentation and discussion	Practical exercises in rules of the precedence	=	2	22
Tests Editorial	Presentation and discussion	Conference opening ceremonies and celebrations	=	2	23
Tests Editorial	Presentation and discussion	Practical exercises on not holding a conference	=	3	24
Tests Editorial	Presentation and discussion	Public relations, etiquette, and negotiation	=	3	25
Tests Editorial	Presentation and discussion	The art of etiquette	=	3	27

		with ten examples from presidents				
Tests Editorial	Presentation and discussion	The art of etiquette 23 with examples of subordinates	=	3	23	3
Tests Editorial	Presentation and discussion	The Art of Etiquette: 15 Examples of Friends and the Art of Dealing with Enemies	=	3	20	3
Tests Editorial	Presentation and discussion	Second semester exam	=	3	30	3

Course evaluation .1	
(Chapter One: (20 marks (Daily preparation: (5 marks (Daily attendance and commitment within the classroom: (5 marks (Monthly exam (10 marks (Chapter Two : (20 marks (preparation: (5 marks Daily (Daily attendance and commitment within the classroom: (5 marks (Monthly exam (10 marks (Annual effort (40 points (Final exam (60 marks (Final grade (100 points	
Learning and teaching resources .2	
opting modern sources in the course field	(methodology, if applicable) Required textbooks
Selecting the most important references in the course field	(Main references (sources
Based on recent studies published in	Recommended supporting books and

international and Arab journals that are included in reputable rankings	(...references (scientific journals, reports
official and academic websites in the field The course	Electronic references, websites

Course description template

and Digital Literacy Course Name: Media	.29
Radio and Television , Course Code/First Stage/Journalism, Public Relations	.30
Branch	
Year 2025/2026 Academic /	.31
7/9/2025 . : of this description	.32
/ Available attendance forms: Official (regular) working hours	.33
per semester (2) Number of units / (3) Number of study hours	.34
Name of the course coordinator (if there is more than one, please	.35
(mention it	
Ali Ihsan Abdul Jalil .Name: M. M	
332211facebook@gmail.com	
objectives Course	.36
.knowledge of the principles of media and digital literacy To provide learners with	.1
.Knowledge of local, Arab and international media policies	.2
.Getting acquainted with different means of communication	.3

.Recognizing stereotypes and stereotyping .4
.and variations in media content Identifying differences .5
.Identifying the goals of media owners .6
.Understanding international and foreign media policies .7

Teaching and learning strategies .37

,The strategy: Adopting methods of lecturing, presentation, discussion, dialogue
.brainstorming, practical application, and others

Course structure -11

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	media and digital literacy The concept of literacy	As referred to in the previous section, each according to its content	3	1
Written tests	–Presentation Discussion	Why Media and Digital Literacy	=	3	2
Written tests	–Presentation Discussion	Citizenship / Global Citizenship Digital Citizenship /	=	3	3
Written tests	–Presentation Discussion	political pressures	=	3	4
Written tests	–Presentation Discussion	Citizen Journalist	=	3	5
Written tests	–Presentation –Discussion Live Questioning	Sectarian rhetoric, hate speech, and incitement	=	3	6
Written tests	–Presentation Discussion	Practical applications: How to Flickr account create a	=	3	7
Written tests	–Presentation Discussion	Framing theory	=	3	8
Written tests	–Presentation Discussion	Practical and scientific applications of internet browsing	=	3	9
Written tests	–Presentation Discussion	Debate and argument	=	3	10
Written tests	–Presentation Discussion	Stereotypes	=	3	11
Written tests	–Presentation –Discussion Live Questioning	Marketing	=	3	12
Written tests	–Presentation Discussion	Practical applications in photo editing	=	3	13
Written tests	–Presentation Discussion	Newsroom Management (The Difference Between Data and Information)	=	3	14
Written tests	–Presentation Discussion	First semester exam	=	3	15
Written tests	–Presentation Discussion	of Storify Practical applications	=	3	16
Written tests	–Presentation Discussion	Practical applications of audiograms Instagram	=	3	17
Written tests	–Presentation –Discussion Live	Media specialization: Journalist covering refugee camps and	=	3	18

	Questioning	displaced persons			
Written tests	–Presentation Discussion	Children as media fodder for political propaganda	=	3	19
Written tests	–Presentation Discussion	Verifying the accuracy of statements made by public figures	=	3	20
Written tests	–Presentation Discussion	Practical applications for writing reflective text	=	3	21
Written tests	–Presentation Discussion	Blogs and blogging	=	3	22
Written tests	–Presentation Discussion	Practical applications for creating a blog	=	3	23
Written tests	–Presentation –Discussion Live Questioning	Ideology	=	3	24
Written tests	–Presentation Discussion	Theoretical approaches to media ideology	=		25
Written tests	–Presentation Discussion	Practical applications in critical image analysis	=	3	26
Written tests	–Presentation Discussion	Practical applications: Media production	=	3	27
Written tests	–Presentation Discussion	Media and Critical Thinking	=	3	28
Written tests	–Presentation Discussion	Practical applications: Scriptwriting for documentary production , video editing and montage	=	3	29
		Second semester exams	=	3	30

Course evaluation	–12
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(exam (10 marks Monthly .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	

teaching resources Learning and -13	
Opting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...reports ,references (scientific journals
Official and academic websites related to the course field	Electronic references, websites

Course description template

of Journalism Course Name/History	.38
Journalism Branch / Course Code / First Stage	.39
.Term/Academic Year 2025/2026	.40
.Date this description was prepared: 7/9/2025	.41
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.42
study hours (2) / Number of units (2) in the stage Number of	.43

Name of the course coordinator (if there is more than one, please .44 (mention it	
Name: M. M. Amir Jamal Hassan ami.j@uowasit.edu.iq :Email	
objectives Course .45	
.of international public relations To learn the basic concepts and modern theories – equip the student with the most important modern perceptions and concepts of – .international public relations international public relations Obtaining information and ideas from primary sources of –	
Teaching and learning strategies .46	
Adopting lecture, presentation, discussion, and dialogue methods, and adopting advanced programs in content creation and developing media and journalistic skills for .relations practitioners international public	

Course structure -14

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Evaluation Method	Teaching method	Unit/Course or Topic Name	As referred to in the previous section, each according to its .content	2	1
Written tests	–Presentation Discussion	The concept of journalism	=	2	2
Written tests	–Presentation Discussion	The newspaper	=	2	3
Written tests	–Presentation Discussion	The magazine	=	2	4
Written tests	–Presentation Discussion	journalism Characteristics of	=	2	5
Written tests	–Presentation Discussion	Main functions of journalism	=	2	6
Written tests	–Presentation Live –Discussion Questioning	The main tasks of journalism	=	2	7
Written tests	–Presentation Discussion	The emergence and development of journalism in ancient times	=	2	8
Written tests	–Presentation Discussion	The emergence of printing	=	2	9
Written tests	–Presentation Discussion	The Press and the Revolution	=	2	10
Written tests	–Presentation Discussion	to the An introduction origins and development of journalism in the world	=	2	11
Written tests	–Presentation Discussion	The emergence of mass journalism	=	2	12
Written tests	–Presentation Live –Discussion Questioning	Business and tabloid newspapers	=	2	13
Written tests	–Presentation Discussion	The emergence and development of modern newspapers in the Arab world	=	2	14
Written tests	–Presentation Discussion	The most important Arab newspapers	=	2	15

Written tests	–Presentation Discussion	First semester exam	=	2	16
Written tests	–Presentation Discussion	The emergence and development of journalism in Iraq	=	2	17
Written tests	–Presentation Discussion	Zawraa Newspaper–Al	=	2	18
Written tests	–Presentation Live –Discussion Questioning	Mosul Newspaper	=	2	19
Written tests	–Presentation Discussion	Basra Newspaper	=	2	20
Written tests	–Presentation Discussion	The press of the 1920 revolution	=	2	21
Written tests	–Presentation Discussion	Calendar of the 1920 Revolution Press	=	2	22
Written tests	–Presentation Discussion	The emergence of party journalism	=	2	23
Written tests	–Presentation Discussion	Public Iraqi political party press 1930–1922	=	2	24
Written tests	–Presentation Live –Discussion Questioning	Public Iraqi political party press 1935–1930	=	2	25
Written tests	–Presentation Discussion	Public Iraqi political party press 1950–1946	=	2	26
Written tests	–Presentation Discussion	The clandestine press of Iraq's political parties	=	2	27
Written tests	–Presentation Discussion	Specialized journalism in Iraq	=	2	28
Written tests	–Presentation Discussion	The press of religious and ethnic minorities in Iraq	=	2	29
Written tests	–Presentation Discussion	Contemporary Journalism			30
Written tests	–Presentation Live –Discussion Questioning	Second semester exam	=	2	31

Course evaluation	–15
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks	

.(Monthly exam (10 marks .(Two: (20% mark Chapter .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –16	
Adopting modern sources in the course field (Public opinion)	(textbooks (methodology, if applicable Required
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name/Editing	.47
Course Code / First Stage / Journalism Branch	.48
.Term/Academic Year 2025/2026	.49
.Date this description was prepared: 7/9/2025	.50
Available attendance methods: Regular attendance (formal) / Interactive online classroom system, field visits	.51
study hours (3) / Number of units (2) in the stage Number of.	.52
Name of the course coordinator (if there is more than one, please .(mention it	.53
Name: M.M. Ahmed Hamed Abdulhussain ahmedh.a@uowasit.edu.iq	
objectives Course	.54
subject of editing and content in To learn the basic concepts and modern theories – creation equip the student with the most important modern concepts and ideas for the – applications of journalistic and media arts Obtaining information and ideas from primary media sources –	
Teaching and learning strategies	.55
Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for	

.public relations practitioners

Course structure -17

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written and practical tests	–Presentation Discussion	The concept and definition of radio and television editing	As referred to in the previous section, each according to its content	3	1
Written and practical tests	–Presentation Discussion	The functions and ethics of radio and television editing	=	3	2
Written and practical tests	–Presentation Discussion	Specifications of an editor (image and audio editor) in radio and television	=	3	3
Written and practical tests	–Presentation Discussion	The artistic vision in radio and television editing. Art and creativity	=	3	4
Written and practical tests	–Presentation Discussion	Theories of montage	=	3	5
Written and practical tests	–Presentation –Discussion Live Questioning	Types –Television –Image editing Linear editing –of television editing	=	3	6
Written and practical tests	–Presentation Discussion	–Types of television editing: Non linear editing	=	3	7
Written and practical tests	–Presentation Discussion	types in Camera and image television editing	=	3	8
Written and practical tests	–Presentation Discussion	The most important television editing programs	=	3	9
Written and practical tests	–Presentation Discussion	Television editing using Premiere Pro	=	3	10
Written and practical tests	–Presentation Discussion	Features of television editing using Adobe software Premier	=	3	11
Written and practical tests	–Presentation –Discussion Live Questioning	Opening a project	=	3	12
Written and practical tests	–Presentation Discussion	Techniques for transitioning between shots	=	3	13
Written and practical tests	–Presentation Discussion	Sound: Its Types and Uses in Editing	=	3	14
Written and practical tests	–Presentation Discussion	First semester exam	=	3	15
Written and practical	–Presentation Discussion	Sound effects , vocal makeup, and volume control	=	3	16

tests					
Written and practical tests	–Presentation Discussion	Practical applications in audio editing and how to synchronize with the image	=	3	17
Written and practical tests	–Presentation –Discussion Live Questioning	Visual effects and the use of filters	=	3	18
Written and practical tests	–Presentation Discussion	Slow motion, fast motion, usage objectives and applications	=	3	19
Written and practical tests	–Presentation Discussion	Chroma key background montage	=	3	20
Written and practical tests	–Presentation Discussion	Color correction	=	3	21
Written and practical tests	–Presentation Discussion	Using titles, texts, and creating headings	=	3	22
Written and practical tests	–Presentation Discussion	Software that supports television editing	=	3	23
Written and practical tests	–Presentation –Discussion Live Questioning	Work and editing script	=	3	24
Written and practical tests	–Presentation Discussion	Final output of the work	=	3	25
Written and practical tests	–Presentation Discussion	saving formats, , operationCapture image type, and quality	=	3	26
Written and practical tests	–Presentation Discussion	Video editing using smartphone apps	=	3	27
Written and practical tests	–Presentation Discussion	Image and audio editing process using smartphone apps	=	3	28
Written and practical tests	–Presentation Discussion	How to make mobile movies	=	3	29
Written and practical tests		Second semester exam		3	30

Course evaluation –18
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks

.(Chapter Two: (20% mark
 .(preparation: (5 marks Daily
 .(Attendance and commitment within the classroom: (5 marks
 .(Monthly exam (10 marks

 (Annual effort: (40 points
 (Final exam: (60 marks
 (points 100) :Final grade

Learning and teaching resources –19

Adopting modern sources in the course field	Applicable Required textbooks (methodology, if
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Principles of Public Relations	.56
Public Relations Branch / Journalism Branch / Course Code / First Stage	.57
Semester/Year/2025/2026	.58
.Date this description was prepared: 7/9/2025	.59
.(Available attendance forms / Official working hours (regular.	.60
units (2) in the stage Number of study hours (2) / Number of.	.61
Name of the course coordinator (if there is more than one, please .(mention it	.62
Name: M.M. Duha Thamer Radhi	
objectives Course	.63
introduce students to the fields of media practice and public relations, and to develop - skills and qualifications that enable students to achieve media development in society the s course description provides a concise summary of the course's key features and the ost expected learning outcomes for students, demonstrating whether they have made th .of the available learning opportunities. It must be linked to the program description equip the student with the most important perceptions and concepts in the field of - .public relations .of public relations To provide learners with knowledge of the principles - .Understanding the origins of public relations -	

.Understanding the importance of public relations - .Understanding the functions and objectives of public relations-		
Teaching and learning strategies		.64
uring, presentation, discussion, dialogue, brainstorming, practical	Adopting methods of .application, and others	strategy

Course structure -10

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	The concept and definition of public relations	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentation – Discussion	The Origins and Development of Public Relations	=	2	2
Written tests	Presentation – Discussion	Public relations objectives	=	2	3
Written tests	Presentation – Discussion	Public relations jobs	=	2	4
Written tests	Presentation – Discussion	The importance of public relations	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Public relations and its relationship to communication other patterns	=	2	6
Written tests	Presentation – Discussion	Public relations and its relationship to the media	=	2	7
Written tests	Presentation – Discussion	Public relations and its relationship to propaganda	=	2	8
Written tests	Presentation – Discussion	Public relations and its relationship to advertising	=	2	9
Written tests	Presentation – Discussion	Public Relations Audience	=	2	10
Written tests	Presentation – Discussion	Communication methods in public relations	=	2	11
Written tests	Presentation – Discussion	Communication methods in public relations	=	2	12

	Live – Questioning				
Written tests	Presentation – Discussion	Work ethics in public relations	=	2	13
Written tests	Presentation – Discussion	Public Relations Pioneers	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Scientific methods in the practice of public relations	=	2	16
Written tests	Presentation – Discussion	Scientific research in public relations	=	2	17
Written tests	Presentation – Discussion Live – Questioning	Planning in public relations	=	2	18
Written tests	Presentation – Discussion	Organization in public relations	=	2	19
Written tests	Presentation – Discussion	Public Leadership in Relations	=	2	20
Written tests	Presentation – Discussion	Coordination in public relations	=	2	21
Written tests	Presentation – Discussion	Organizational communication in public relations	=		22
Written tests	Presentation – Discussion	public up in-Follow relations	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Calendar in Public Relations	=	2	24
Written tests	Presentation – Discussion	Public Relations Training	=	2	25
Written tests	Presentation –	A model for effective	=	2	26

	Discussion	public relations practice			
Written tests	Presentation – Discussion	Public Relations in Iraq	=	2	27
Written tests	Presentation – Discussion	Characteristics of public relations in Iraq	=	2	28
Written tests	Presentation – Discussion	Designing an effective public relations program	=	2	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30

Course evaluation –13	
.(Chapter One: (20% mark .(marks Daily preparation: (5 .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (points Annual effort: (40 (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –14	
opting modern sources in the course field	quired textbooks (methodology, if (applicable
Reliance on general references in field the course	(Main references (sources
Adoption of recent research and studies within reputable international and Arab	Recommended supporting books and references (scientific journals, (...reports

journals	
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Mass Communication and its Media	.65
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Course Code / First Stage / Public Relations and Journalism Branch	.66
.Term/Academic Year 2025/2026	.67
.prepared: 7/9/2025 Date this description was	.68
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.69
Number of study hours (2) / Number of units (2) in the stage	.70
Name of the course coordinator (if there is more than one, please .(mention it	.71
Name: Mustafa Ali Abdullah	
objectives Course	.72
.To know the basics and rules of writing scientific research - identify the different approaches to research in linguistic, grammatical, literary and - rhetorical studies knowledge he has acquired in the fields of research and manuscript To apply the - verification link the movements of renewal and development with the authenticity and value of - heritage .solving-To invest knowledge in the areas of work, leadership, and problem -	
Teaching and learning strategies	.73
Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for public relations practitioners	

structure Course .3					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	The concept of communication	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentation – Discussion	Types and models of communication	=	2	2
Written tests	Presentation – Discussion	The importance of communication in human societies	=	2	3
tests Written	Presentation – Discussion	The concept of mass communication	=	2	4
Written tests	Presentation – Discussion	Levels of mass communication	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Mass communication functions	=	2	6
Written tests	Presentation – Discussion	Social theories in explaining communication functions	=	2	7
Written tests	Presentation – Discussion	Communication skills	=	2	8
Written tests	Presentation – Discussion	Mass communication audience	=	2	9
Written tests	Presentation – Discussion	Communication barriers	=	2	10
Written tests	Presentation – Discussion	importance of The technology in the communication process	=	2	11
Written tests	Presentation – Discussion	Developments brought about by technology in the structure of the	=	2	12

	Live – Questioning	communication process			
Written tests	Presentation – Discussion	Methods of employing mass communication tools in modernizing society	=	2	13
Written tests	Presentation – Discussion	Conditions that must be met for a successful communication process	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Mass communication media	=	2	16
Written tests	Presentation – Discussion	Characteristics of mass communication media	=	2	17
Written tests	Live Questioning	The importance of the communicator in mass communication	=	2	18
Written tests	Presentation – Discussion	The media message: its objectives and characteristics	=	2	19
Written tests	Presentation – Discussion	Conditions that must be met in a successful media message	=	2	20
Written tests	Presentation – Discussion	Feedback	=	2	21
Written tests	Presentation – Discussion	Interactive communication and persuasive communication	=		22
Written tests	Presentation – Discussion	The importance of language in the mass communication process	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Mechanisms of influence in the mass communication process	=	2	24
Written tests	Presentation – Discussion	Levels of influence in mass communication	=	2	25
Written tests	Presentation	Journalism as a means of	=	2	26

	– Discussion	communication: characteristics			
Written tests	Presentation – Discussion	Radio as a means of communication: characteristics	=	2	27
Written tests	Presentation – Discussion	Television as a means of communication	=	2	28
Written tests	Presentation – Discussion	Evaluation techniques in public relations	=	2	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30
Written tests	Presentation – Discussion Live – Questioning	The exam	=	2	31
		The exam	=		32

Course evaluation –20	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(marks 5) :Daily preparation .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –21	
lopting modern sources in the course field	(Required textbooks (methodology, if applicable
Ministry of Higher Education decree	(Main references (sources
Adoption of modern research and	Recommended supporting books and

studies within reputable international and Arab journals: The Media . Lark Journal -Researcher Journal	(...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Methods Course Name: Scientific Research	.74

Course Code / Stage Two / Journalism and Public Relations Branch	.75
.Term/Academic Year 2025/2026	.76
.Date this description was prepared: 7/9/2025	.77
Available attendance forms / Official (regular) working hours	.78
Number of units (2) in the stage / (Number of study hours (3	.79
Name of the course coordinator (if there is more than one, please (mention it	.80
Shammari-Name: Dr. Murtadha Hassan Ali Akab Al malshimary@uowasit.edu.com	
objectives Course	.81
.scientific research To know the basics and rules of writing - identify the different approaches to research in linguistic, grammatical, literary and - .rhetorical studies apply the knowledge he has acquired in the fields of research and manuscript - .verification ewal and development with the authenticity and value of To link the movements of - .heritage .solving-To invest his knowledge in the areas of work, leadership, and problem -	
Teaching and learning strategies	.82
brainstorming, and ,Adopting methods of lecturing, presentation, discussion, dialogue .practical application	

Course structure -1

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	Presentation Discussion –	science,) Basic concepts (knowledge Scientific research, researcher The curriculum	As referred to in the previous section, each according to its .content	3	1
Written tests	Presentation Discussion –	The concept of thinking and its types	=	3	2
Written tests	Presentation Discussion –	Methods of acquiring scientific knowledge ,deduction ,induction) Hypothetical reasoning	=	3	3
Written tests	Presentation Discussion –	Types of scientific research	=	3	4
Written tests	Presentation Discussion –	Types of scientific research methods (historical, , experimental, comparative) statistical, survey method	=	3	5
Written tests	Presentation Discussion – Live – Questioning	Verification criteria in selection The correct approach	=	3	6
Written tests	Presentation Discussion –	Choosing a research topic	=	3	7
Written tests	Presentation Discussion –	Defining the title and its conditions Formulation –Variables) (Stages	=	3	8
Written tests	Presentation Discussion –	Defining the research problem Its sources, conditions, and) the –intellectual heritage relationship of the research (community to the title	=	3	9
Written tests	Presentation Discussion –	The importance of research and setting goals Research (Defining the	=	3	10

		(importance of research Writing the importance of the research			
Written tests	Presentation Discussion –	Developing the research plan (1) Investigation procedures in Salehie Research objectives	=	3	11
Written tests	Presentation Discussion – Live – Questioning	Developing the research plan (2)	=	3	12
		studies Review of previous	=	3	13
Written tests	Presentation Discussion –	How to collect data (based-theoretical, field)	=	3	14
Written tests	Presentation Discussion –	How to write the theoretical framework	=	3	15
Written tests	Presentation Discussion –	Practical applications in writing Information Theoretical	=	3	16
Written tests	Presentation Discussion –	Practical applications in writing Field framework	=	3	17
Written tests	Presentation Discussion – Live – Questioning	Design of approved procedures In collecting field data	=	3	18
Written tests	Presentation Discussion –	Research community and its types (Definition 2, Scientific research writing, Research Conditions of a -community (good research community	=	3	19
Written tests	Presentation Discussion –	(Samples and their types (1 probability	=	3	20
Written tests	Presentation Discussion –	Samples and their types (2) probability-Non	=	3	21
Written tests	Presentation Discussion –	Research applications (controls) Verification in sample	=	3	22

		(selection			
Written tests	Presentation Discussion –	Steps for writing attribution Reference	=	3	23
Written tests	Presentation Discussion – Live – Questioning	Research applications	=	3	24
Written tests	Presentation Discussion –	Research applications	=	3	25
		Second semester exam		3	26

Course evaluation –2	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(and commitment within the classroom: (5 marks Attendance .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –3	
sources in the course field Adopting modern	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within and Arab journals reputable international	Books and supporting references related to scientific research methodologies
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name/Media Language .1

Course Code / Phase Two / Public Relations Branch .2
.Term/Academic Year 2025/2026 .3
.Date this description was prepared: 7/9/2025 .4
Available attendance methods: Regular (formal) attendance / .5 Interactive online classroom system
Number of study hours (2) / Number of units (2) in the stage .6
is more than one, Name of the course coordinator (if there .7 .(please mention it
Name: M.D. Abeer Nehme Faraj abeerneamaalhashemi27@gmail.com
Course objectives .8
- become familiar with the basic concepts and expressive means in the .the Arabic language field of - equip the student with the most important modern concepts and ideas for .audio and visual media performance applications - Obtaining information and ideas from primary sources
Teaching and learning strategies .9
lecturing, presentation, discussion, and dialogue, and Adopting methods of adopting advanced programs in content creation and developing media and .journalistic skills for public relations practitioners

Course structure -15

Evaluation Method	Teaching method	Topic Name Unit/Course or	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	The concept of media language	As referred to in the previous section, each according to its .content	2	1
Written tests	–Presentation Discussion	Characteristics of media language	=	2	2
Written tests	–Presentation Discussion	Common mistakes in media language	=	2	3
Written tests	–Presentation Discussion	Arabic dictionary	=	2	4
Written tests	–Presentation Discussion	Morphological application	=	2	5
Written tests	–Presentation –Discussion Live Questioning	Active participle and passive participle	=	2	6
Written tests	–Presentation Discussion	Exaggeration form	=	2	7
Written tests	–Presentation Discussion	The adjective of resemblance	=	2	8
Written tests	–Presentation Discussion	Rhetorical applications to media texts	=	2	9
Written tests	–Presentation Discussion	simile	=	2	10
Written tests	–Presentation Discussion	metaphor	=	2	11
Written tests	–Presentation –Discussion Live Questioning	Metaphor	=	2	12
Written tests	–Presentation Discussion	Common spelling mistakes	=	2	13
Written tests	–Presentation Discussion	General review	=	2	14
Written tests	–Presentation Discussion	First semester exam	=	2	15
Written tests	–Presentation Discussion	Expression and Composition	=	2	16
Written tests	–Presentation Discussion	Articles and their types	=	2	17
Written tests	–Presentation –Discussion Live Questioning	Article features	=	2	18
Written tests	–Presentation Discussion	Official correspondence and reports	=	2	19
Written tests	–Presentation Discussion	News writing	=	2	20

Written tests	–Presentation Discussion	Write a comment	=	2	21
Written tests	–Presentation Discussion	Writing the investigation	=	2	22
Written tests	–Presentation Discussion	speaking and The art of public delivery	=	2	23
Written tests	–Presentation –Discussion Live Questioning	The concept of discourse	=	2	24
Written tests	–Presentation Discussion	Discourse theories	=	2	25
Written tests	–Presentation Discussion	Writing the hamza	=	2	26
Written tests	–Presentation Discussion	Emphasis technique	=	2	27
Written tests	–Presentation Discussion	The interrogative style	=	2	28
Written tests	–Presentation Discussion	Comprehensive review	=	2	29
		Second semester exam			30

Course evaluation –16	
.(Chapter One: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks .(Chapter Two: (20% mark .(Daily preparation: (3 marks .(commitment within the classroom: (2 marks Attendance and .(Monthly exam (15 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –17	
the Adopting modern sources course field	quired textbooks (methodology, if (applicable
Reliance on general references in	(Main references (sources

the course field	
Adoption of recent research and studies within reputable Arab international and journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Media Economics	.83
Course Code / Stage Two / Journalism Branch	.84
.Term/Academic Year 2025/2026	.85
this description was prepared: 7/9/2025 Date	.86
Available attendance forms / Official (regular) working hours.	.87
Number of study hours (2) / Number of units (2) in the stage.	.88
.(Name of the course coordinator (if there is more than one, please mention it	.89

.90

Name: M. M. Amir Jamal Hassan
ami.j@uowasit.edu.iq :Email

.91 Course objectives

- .To equip learners with the basic concepts of economics

- .Understanding the overlap between economics and media

- Understanding funding and its impact on the media industry

- .Identifying the sources of funding for the media organization

- .Understanding management and the importance of management functions

.92 Teaching and learning strategies

Adopting methods of lecturing, presentation, discussion, and dialogue that enhance and broaden students' understanding

Course structure 4

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation -n Discussion	Media Economics: , Concept Importance , and Functions	As referred to in the previous section, each according to its content	2	1
Written tests	Presentation -n Discussion	The relationship between the media and the economic system	=	2	2
Written tests	Presentation -n	The operation Media from an economic	=	2	3

	Discussion	perspective			
Written tests	Presentatio –n Discussion	Economic objectives of media organizations	=	2	4
Written tests	Presentatio –n Discussion	The economic logic of the media	=	2	5
Written tests	Presentatio –n Discussion Live – Questioning	Economic objectives of media organizations	=	2	6
Written tests	Presentatio –n Discussion	Media Economics: Local, Arab, and Global Experiences	=	2	7
Written tests	Presentatio –n Discussion	Media ownership and its relationship to the economics of the institution Media and freedom of the press	=	2	8
Written tests	Presentatio –n Discussion	Marketing and the economics of the media industry: general concepts in media institutions, media markets, marketing and promotion, and their tools and .methods	=	2	9
Written tests	Presentatio –n Discussion	financing : The concept of financing, its types from several perspectives, and	=	2	10

		its functions			
Written tests	Presentation –n Discussion	Sources of funding for media outlets, financial returns , and their relationship to the economics of finance media and in media institutions newspapers,) radio systems, and satellite .(channels	=	2	11
Written tests	Presentation –n Discussion Live – Questioning	Factors affecting the media organization's revenue from distributing its products	=	2	12
Written tests	Presentation –n Discussion	General characteristics of media products	=	2	13
Written tests	Presentation –n Discussion	Cost of media products	=	2	14
Written tests	Presentation –n Discussion	First semester exam	=	2	15
Written tests	Presentation –n Discussion	Digital Media Economics	=	2	16
Written tests	Presentation –n Discussion	The economics of new media: local, Arab, and global experiences	=	2	17
Written tests	Presentation –n Discussion Live –	The importance of information and communication technology in the	=	2	18

	Questioning	economics of media organizations			
Written tests	Presentation –n Discussion	New Media Funding Patterns	=	2	19
Written tests	Presentation –n Discussion	in Investments media institutions objectives and – motivations	=	2	20
Written tests	Presentation –n Discussion	Integration into media institutions: motives and reasons	=	2	21
Written tests	Presentation –n Discussion	Economic theory of media	=		22
Written tests	Presentation –n Discussion	Media economics jobs in the era of globalization	=	2	23
Written tests	Presentation –n Discussion Live – Questioning	Economic mechanisms To sustain the media industry	=	2	24
Written tests	Presentation –n Discussion	Patterns funding for New media institutions	=	2	25
Written tests	Presentation –n Discussion	Economic challenges in media institutions	=	2	26
Written tests	Presentation –n Discussion	Characteristics of media markets	=	2	27
Written tests	Presentation –n	Media ownership and management	=	2	28

	Discussion	in Iraq			
Written tests	Presentation –n Discussion	Media revenues in Iraq	=	2	29
Written tests	Presentation –n Discussion Live – Questioning	Second semester exam	=	2	30

evaluation Course –22	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 Monthly exam: 10 .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –23	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the prescribed field	(Main references (sources
-----	Recommended supporting books and references (...scientific journals, reports)
Official and academic websites related to the course field	Electronic references, websites

description template Course

Course Name: Social Psychology in Media Studies	.93
Public Relations Branch / Course Code / Phase Two	.94

Chapter/Year/2025/2026	.95
.Date this description was prepared: 7/9/2025	.96
(regular) Available attendance forms / Official working hours.	.97
Number of study hours (2) / Number of units (2) in the stage.	.98
Name of the course coordinator (if there is more than one, please (mention it	.99
Bader_alaam.b@uowasit.edu.iq Name: M.M. Alaa Moussa	
objectives Course	.100
the basic and scientific concepts in psychology To equip learners with – Clarifying and introducing the most prominent scholars of social and media – psychology Excellence and the ability to recognize psychological effects For the press and the – internet relationship between psychology and other sciences Understanding the – Gaining experience Knowledge in the media	
Teaching and learning strategies	.101
pting methods of lecturing, presentation, discussion, dialogue, brainstorming, practical application, and others	strategy

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Media psychology and its relationship to other branches of psychology	As referred to in the previous section, each according to its content	2	1
Written tests	Presentation – Discussion	Social psychology: its importance and objectives	=	2	2
Written tests	Presentation – Discussion	The nature and aims of sociology and psychology and their aims	=	2	3
Written tests	Presentation – Discussion	The relationship between social psychology and media	=	2	4
Written tests	Presentation – Discussion	of print media	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Psychology of audio media And visual	=	2	6
Written tests	Presentation – Discussion	Psychological effects For the internet	=	2	7
Written tests	Presentation – Discussion	Psychological effects For the press	=	2	8

Written tests	Presentation – Discussion	psychological characteristic s social For the press	=	2	9
Written tests	Presentation – Discussion	The psychological structure of the message Media and its organization	=	2	10
Written tests	Presentation – Discussion	Persuasion strategies	=	2	11
Written tests	Presentation – Discussion Live – Questioning	Persuasion in the media	=	2	12
Written tests	Presentation – Discussion	Communicat ion and interaction in social psychology	=	2	13
Written tests	Presentation – Discussion	The influence of media on shaping frameworks and beliefs	=	2	14
Written tests	Presentation – Discussion	The exam	=	2	15
Written tests	Presentation – Discussion	Social communicati on and environmen tal relations	=	2	16
Written tests	Presentation – Discussion Live – Questioning	The characteristic s and sociological aspects of the audience of communicati on media	=	2	17

Written tests	Presentation – Discussion	Language in Media Psychology	=	2	18
Written tests	Presentation – Discussion	The influence and interaction between language and media	=	2	19
Written tests	Presentation – Discussion	Media and individual differences among audience members	=	2	20
Written tests	Presentation – Discussion	Media and the entry point of social groups reference) (groups	=	2	21
tests Written	Presentation – Discussion	Media and social relations	=	2	22
Written tests	Presentation – Discussion Live – Questioning	Psychology of persuasive communicati The –on social –psycho model	=	2	23
Written tests	Presentation – Discussion	The concept of the public its – sociological characteristic s (social differentiatio social –n (interaction	=	2	24
Written tests	Presentation – Discussion	Psychological pressures in –media work types and	=	2	25

		theories of psychological pressure			
Written tests	Presentation – Discussion	Indicators of media work stress	=	2	26
Written tests	Presentation – Discussion	Burnout among media professionals	=	2	27
Written tests	Presentation – Discussion	Leadership and management in social psychology	=	2	28
Written tests	Presentation – Discussion, Interrogation, and Dialogue	Essential skills of a media leader characteristi) (cs and duties	=	2	29
Written tests	Presentation – Discussion, Interrogation, and Dialogue	exam	=	2	30

Course evaluation	-18
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(within the classroom: (5 marks Attendance and commitment .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (grade: (100 points Final	

Learning and teaching resources –19	
Opting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	and Recommended supporting books references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

description template Course

Course Name: Electronic Journalism .102

Journalism Branch / Course Code / Stage Two		.103
Semester/Year/2025/2026		.104
.Date this description was prepared: 7/9/2025		.105
.(Available attendance forms / Official working hours (regular		.106
of study hours (3) / Number of units (2) in the stage Number		.107
Name of the course coordinator (if there is more than one, please		.108
.(mention it		
Name: M.M. Safaa Abdul Mohsen Abdul		
safaa@uowasit.edu.iq		
objectives Course		.109
concepts of electronic journalism Introducing students to the basic - derstanding electronic journalism, its features, characteristics, and how it differs from - print journalism ching students how to deal with electronic journalism and how to obtain accurate - .news from it the characteristics of this method and how it differs from other methods Analyzing - Studying writing styles in electronic journalism - .Studying the level of public exposure to this medium and interaction with it -		
Teaching and learning strategies		.110
opting methods of lecturing, presentation, discussion, dialogue, .brainstorming, practical application, and others		strategy

Course structure .5

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Electronic publishing concept and – features	in As referred to the previous section, each according to its .content	3	1
Written tests	Presentation – Discussion	Forms of electronic publishing	=	3	2
Written tests	Presentation – Discussion	The effects of publishing electronic on Arab wisdom	=	3	3
Written tests	Presentation – Discussion	The electronic transformation of journalism	=	3	4
Written tests	Presentation – Discussion	The concept and definition of electronic journalism	=	3	5
Written tests	Presentation – Discussion Live – Questioning	The emergence and development of electronic journalism	=	3	6
Written tests	Presentation – Discussion	Types of electronic journalism	=	3	7
Written tests	Presentation – Discussion	Characteristics and advantages of journalism electronic	=	3	8
Written tests	Presentation – Discussion	Disadvantages of online journalism	=	3	9
Written tests	Presentation – Discussion	Determinants of the success and challenges of online journalism	=	3	10
Written tests	Presentation – Discussion	Challenges facing online journalism	=	3	11
Written tests	Presentation –	Determinants of the relationship between	=	3	12

	Discussion Live – Questioning	print and electronic journalism			
Written tests	Presentation – Discussion	News networks	=	3	13
Written tests	Presentation – Discussion	Professional standards in online journalism	=	3	14
Written tests	Presentation – Discussion	First semester exam	=	3	15
Written tests	Presentation – Discussion	Features of an electronic newspaper design	=	3	16
Written tests	Presentation – Discussion	Website building requirements	=	3	17
Written tests	Presentation – Discussion Live – Questioning	Types and categories of websites	=	3	18
Written tests	Presentation – Discussion	Electronic journalism in the Arab world	=	3	19
Written tests	Presentation – Discussion	Electronic journalism in Iraq	=	3	20
Written tests	Presentation – Discussion	Virtual communities: an approach to the concept	=	3	21
Written tests	Presentation – Discussion	social media sites	=	3	22
Written tests	Presentation – Discussion	A lab for creating Facebook , Twitter , and YouTube pages and uploading their .content	=	3	23
Written tests	Presentation – Discussion Live – Questioning	Planning for an online newspaper or news website project	=	3	24

Written tests	Presentation – Discussion	Discussion of news stories written and edited by students on the website	=	3	25
Written tests	Presentation – Discussion	Multimedia News Editing Lab	=	3	26
Written tests	Presentation – Discussion	on Media applications mobile phones	=	3	27
Written tests	Presentation – Discussion	Student analysis lab, news sites	=	3	28
Written tests	Presentation – Discussion	A multimedia reporting lab publishes on the .website	=	3	29
Written tests	Presentation – Discussion Live – Questioning	semester Second exam	=	3	30

Course evaluation –20	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(mark Chapter Two: (20% .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –21	
Opting modern sources in the course field	Methodology, if) Required textbooks (applicable

Reliance on general references in the course field	(Main references (sources
research Adoption of recent and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Investigation Course Name: Journalism / Interviewing and	.111
Course Code / Stage Three / Journalism Branch	.112
Semester/Academic Year 2025/2026	.113
Date this description was prepared: 7/9/2025	.114
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.115
of study hours (4) / Number of units (3) in the stage Number	.116
Name of the course coordinator (if there is more than one, please .(mention it	.117
Name: M. M. Alaa Azweir Dhamid alaa.thmed@uowasit.edu.iq	
objectives Course	.118
.concept of journalistic investigation To provide learners with knowledge of the – .Teaching students new techniques for journalistic interviews – .Understanding the characteristics of an investigative journalist – .Enabling students to conduct practical journalistic investigations and interviews –	
Teaching and learning strategies	.119

opting methods of lecturing, presentation, discussion and dialogue, developing media and
.journalistic skills and using modern technologies in education

Course structure -10

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	The concept of journalistic investigation	As referred to in the previous section, each according to its .content	4	1
Written tests	Presentation – Discussion	The relationship investigative between journalism and journalistic arts	=	4	2
Written tests	Presentation – Discussion	The importance of investigative journalism	=	4	3
Written tests	Presentation – Discussion	Characteristics of journalistic investigation	=	4	4
Written tests	Presentation – Discussion	Types of journalistic investigation	=	4	5
Written tests	Presentation – Discussion Live – Questioning	Objectives of journalistic investigation	=	4	6
Written tests	Presentation – Discussion	Writer specifications Investigative Journalism / Practical Models	=	4	7
Written tests	Presentation – Discussion	Investigative Journalism Jobs	=	4	8
Written tests	Presentation – Discussion	Sources of journalistic investigation	=	4	9
Written tests	Presentation – Discussion	Techniques for writing investigative journalism	=	4	10
Written tests	Presentation – Discussion	Investigative journalism and the difference between journalistic	=	4	11

		investigation and radio and television investigation			
Written tests	Presentation – Discussion Live – Questioning	address in The investigative journalism	=	4	12
Written tests	Presentation – Discussion	Introductions in journalistic investigation	=	4	13
Written tests	Presentation – Discussion	Editing the press Hosting a –interview journalist	=	4	14
Written tests	Presentation – Discussion	First semester exam	=	4	15
Written tests	Presentation – Discussion	The concept of a press interview	=	4	16
Written tests	Presentation – Discussion	Objectives of the press interview	=	4	17
Written tests	Presentation – Discussion Live – Questioning	Journalism interview jobs	=	4	18
Written tests	Presentation – Discussion	The journalistic interview in the information age	=	4	19
Written tests	Presentation – Discussion	New techniques for journalistic interviews	=	4	20
Written tests	Presentation – Discussion	Ethics of publishing a press interview	=	4	21
Written tests	Presentation – Discussion	Types of press interviews	=	4	22
Written tests	Presentation – Discussion	Preparing press interviews	=	4	23
Written tests	Presentation – Discussion Live –	Conducting press interviews	=	4	24

	Questioning				
Written tests	Presentation – Discussion	Writing press examples –interviews published in Arab newspapers	=	4	25
Written tests	Presentation – Discussion	templates Technical for a press interview	=	4	26
Written tests	Presentation – Discussion	Students conduct interviews with individuals from various sectors	=	4	27
Written tests	Presentation – Discussion	Interview and press conference	=	4	28
Written tests	Presentation – Discussion	Practical methods for conducting a press interview	=	4	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	4	30

Course evaluation	-24
.(Chapter One: (20% mark .(preparation: (3 marks Daily .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks .(Chapter Two: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks (effort: (40 points Annual (Final exam: (60 marks (Final grade: (100 points	

Learning and teaching resources -25

Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
in the Reliance on general references course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name/Editing	.120
Course Code / Stage Two / Journalism Branch	.121
.Term/Academic Year 2025/2026	.122
.Date this description was prepared: 7/9/2025	.123
methods: Regular attendance (formal) / Interactive Available attendance online classroom system, field visits	.124
Number of study hours (3) / Number of units (2) in the stage	.125
Name of the course coordinator (if there is more than one, please (mention it	.126
Hamed Abdulhussain Name: M.M. Ahmed ahmedh.a@uowasit.edu.iq	
objectives Course	.127
subject of editing and content in To learn the basic concepts and modern theories – creation	
equip the student with the most important modern concepts and ideas for the – journalistic and media arts applications of	
Obtaining information and ideas from primary media sources –	

Teaching and learning strategies .128
Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting developing media and journalistic skills for advanced programs in content creation and public relations practitioners

Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting developing media and journalistic skills for advanced programs in content creation and public relations practitioners

Course structure -26

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written and practical tests	–Presentation Discussion	The concept and definition of radio and television editing	As referred to in the previous section, each its according to .content	3	1
Written and practical tests	–Presentation Discussion	The functions and ethics of radio and television editing	=	3	2
Written and practical tests	–Presentation Discussion	Specifications of an editor (image and audio editor) in radio and television	=	3	3
Written and practical tests	–Presentation Discussion	The artistic vision in radio and television editing. Art and .creativity	=	3	4
Written and practical tests	–Presentation Discussion	Theories of montage	=	3	5
Written and practical tests	–Presentation –Discussion Live Questioning	–Television –Image editing –Types of television editing Linear editing	=	3	6
Written and practical tests	–Presentation Discussion	Types of television editing: linear editing–Non	=	3	7
Written and practical tests	–Presentation Discussion	Camera and image types in television editing	=	3	8
Written and practical tests	–Presentation Discussion	The most important television programs editing	=	3	9
Written and practical tests	–Presentation Discussion	Television editing using Premiere Pro	=	3	10
Written and practical tests	–Presentation Discussion	Features of television editing using Adobe software Premier	=	3	11
Written and practical tests	–Presentation –Discussion Live Questioning	Opening a project	=	3	12
Written and practical tests	–Presentation Discussion	Techniques for transitioning between shots	=	3	13

tests					
Written and practical tests	–Presentation Discussion	Sound: Its Types and Uses in Editing	=	3	14
Written and practical tests	–Presentation Discussion	First semester exam	=	3	15
Written and practical tests	–Presentation Discussion	Sound effects , vocal makeup, and volume control	=	3	16
Written and practical tests	–Presentation Discussion	Practical applications in audio editing and how to synchronize with the image	=	3	17
Written and practical tests	–Presentation –Discussion Live Questioning	Visual effects and the use of filters	=	3	18
Written and practical tests	–Presentation Discussion	Slow motion, fast motion, usage objectives and applications	=	3	19
Written and practical tests	–Presentation Discussion	Chroma key background montage	=	3	20
Written and practical tests	–Presentation Discussion	Color correction	=	3	21
Written and practical tests	–Presentation Discussion	Using titles, texts, and creating headings	=	3	22
Written and practical tests	–Presentation Discussion	Software that supports television editing	=	3	23
Written and practical tests	–Presentation –Discussion Live Questioning	Work and editing script	=	3	24
Written and practical tests	–Presentation Discussion	Final output of the work	=	3	25
Written and practical tests	–Presentation Discussion	saving , operationCapture formats, image type, and quality	=	3	26
Written and practical tests	–Presentation Discussion	Video editing using smartphone apps	=	3	27

Written and practical tests	–Presentation Discussion	Image and audio editing process smartphone apps using	=	3	28
Written and practical tests	–Presentation Discussion	How to make mobile movies	=	3	29
Written and practical tests		Second semester exam		3	30

Course evaluation –27	
.(mark Chapter One: (20% .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(marks Monthly exam (10 (Annual effort: (40 points (Final exam: (60 marks (points 100) :Final grade	
Learning and teaching resources –28	
Adopting modern sources in the course field	Required textbooks (methodology, if applicable
general references in the Reliance on course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
academic websites Official and related to the course field	Electronic references, websites

Course description template

Course Name: Journalism Arts	.129
Public Relations Branch / Course Code / Phase Two	.130
Semester/Year/2025/2026	.131

.Date this description was prepared: 7/9/2025 .132	
.(Available attendance forms / Official working hours (regular .133	
Number of study hours (3) / Number of units (2) in the stage .134	
Name of the course coordinator (if there is more than one, please .135 .(mention it	
Name: M.M. Mustafa Zuhair Turki mturki@uowasit.edu.iq	
objectives Course .136	
- Understanding the principles and types of journalistic arts - student's ability and understanding to employ journalistic arts professionally in - .diverse media contexts - meets the needs of the audience in the Producing innovative journalistic content - .digital age - herence to and application of professional ethics as a responsible and influential - .journalist in society - alysis and evaluation of the quality of classic and contemporary journalistic works	
Teaching and learning strategies .137	
pting the method of lecture, discussion, and dialogue in both the theoretical and practical aspects to ensure the preparation of students capable of Keeping up with the demands of modern journalism	strategy

structure Course .6

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	News stories: how to write them, their .sources, and their types	As referred to in the previous section, each according to its .content	3	1
Written tests	Presentation – Discussion	practical application	=	3	2
Written tests	Presentation – Discussion	Training in writing news stories	=	3	3
tests Written	Presentation – Discussion	practical application	=	3	4
Written tests	Presentation – Discussion	Types of journalistic investigations and their confiscation	=	3	5
Written tests	Presentation – Discussion	practical application	=	3	6
Written tests	Presentation – Discussion	Stages of preparing for the investigation and steps for writing it	=	3	7
Written tests	Presentation – Discussion	practical application	=	3	8
Written tests	Presentation – Discussion	Investigative Journalism Jobs	=	3	9
Written tests	Presentation – Discussion	practical application	=	3	10
Written tests	Presentation – Discussion	Types of introductions for journalistic investigations and how to write them	=	3	11
Written tests	Presentation – Discussion	practical application	=	3	12
Written tests	Presentation –	Training students on how to conduct an	=	3	13

	Discussion	and its investigation introduction			
Written tests	Presentation – Discussion	practical application	=	3	14
Written tests	Presentation – Discussion	First semester exam	=	3	15
Written tests	Presentation – Discussion	Investigative reporting: ,its definition, origins the most important investigative reports in history, and the conditions for a successful investigative .report	=	3	16
Written tests	Presentation – Discussion	practical application	=	3	17
Written tests	Presentation – Discussion	Stages of preparing investigative reports, confiscation of steps for their implementation, and reasons for their failure in Arab and Iraqi .media	=	3	18
Written tests	Presentation – Discussion	practical application	=	3	19
Written tests	Presentation – Discussion	write investigative .reports	=	3	20
Written tests	Presentation – Discussion	practical application	=	3	21
Written tests	Presentation – Discussion	The article: its definition, types, functions, writing style, .and language	=	3	22
Written tests	Presentation – Discussion	practical application	=	3	23
Written tests	Presentation – Discussion	Selecting and analyzing examples of newspaper articles and learning how they are written	=	3	24

Written tests	Presentation – Discussion	practical application	=	3	25
tests Written	Presentation – Discussion	The newspaper column: its definition, types, writing methods, functions, and the difference between it and an article, along with student training on .writing model columns	=	3	26
Written tests	Presentation – Discussion	practical application	=	3	27
Written tests	Presentation – Discussion	The press interview: its types, definition, and .how to write it	=	3	28
tests Written	Presentation – Discussion	practical application	=	3	29
Written tests	Presentation – Discussion	Second semester exam	=	3	30

Course evaluation –22	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(mark Chapter Two: (20% .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –23	
Opting modern sources in the course field	Methodology, if) Required textbooks (applicable

Reliance on general references in the course field	(Main references (sources
research Adoption of recent and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

.138	Digital Technologies Course Name: Computer Science and
.139	Journalism Department / Course Code / Stage Two
.140	Semester/Year/2025/2026
.141	.Date this description was prepared: 7/9/2025
.142	.(Available attendance forms / Official working hours (regular
.143	units (2) in the stage Number of study hours (3) / Number of
.144	Name of the course coordinator (if there is more than one, please
.(mention it	
Name: M.M. Ahmed Hassan Arhim	
.145	objectives Course
.To provide students with knowledge of design principles and design foundations - .acquainted with the software used for advertising design Getting - Understanding the mechanism for formulating an advertising idea, reaching the - .audience, and choosing the appropriate medium .Practical application and work on all the vocabulary - to work on developing programs and utilizing them in online educational The ability - .platforms	

Teaching and learning strategies .146	
Adopting the method of lecture, discussion, and dialogue in both the theoretical and of students capable of practical aspects to ensure the preparation Keeping pace with the requirements of modern digital technologies	strategy

Course structure .7

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentati -on Discussio n	An introduction to Photoshop, including the main workspace and available tools, with a .practical application	As referred to in the previous each ,section according to its .content	3	1
Written tests	Presentati -on Discussio n	Image organization, arrangement, formatting, uses, and performed operations on the image: practical application	=	3	2
Written tests	Presentati -on Discussio n	Drawing caricatures and their accompanying captions: a practical application	=	3	3
Written tests	Presentati -on Discussio n	More details about Photoshop	=	3	4
Written tests	Presentati -on Discussio n	A comprehensive practical application for all Photoshop programs	=	3	5
Written tests	Presentati -on Discussio n	Definition of the Premiere program and an explanation of the main workspace layout	=	3	6
Written tests	Presentati -on Discussio n	Premiere program for selecting project type with a practical application	=	3	7
Written tests	Presentati -on Discussio n	File menu with some other commands	=	3	8
Written tests	Presentati -on	concealment, ,Accuracy and revelation	=	3	9

	Discussion				
Written tests	Presentation –on Discussion	Speed up and slow down video playback and use filters with this .program	=	3	10
Written tests	Presentation –on Discussion	Adding animations, rotation, and more to video images	=	3	11
Written tests	Presentation –on Discussion	Working with both Photoshop and Premiere Pro a –simultaneously practical application	=	3	12
Written tests	Presentation –on Discussion	A practical application of the Premiere program	=	3	13
Written tests	Presentation –on Discussion	Comprehensive practical application	=	3	14
Written tests	Presentation –on Discussion	First semester exam	=	3	15
Written tests	Presentation – on Discussion	Areas of benefit from modern communication technologies in media work	=	3	16
Written tests	Presentation –on Discussion	Practical applications of how to benefit from modern communication technology in the field of media work	=	3	17
Written tests	Presentation –on Discussion	Modern communication technology jobs in the media field	=	3	18
Written tests	Presentation –on	Questions raised by modern communication	=	3	19

	Discussion	technology about traditional media work			
Written tests	Presentation –on Discussion	Using information in the field of media work	=	3	20
Written tests	Presentation –on Discussion	Practical applications of how to utilize information in the field of media work	=	3	21
Written tests	Presentation –on Discussion	Characteristics of good journalistic information	=	3	22
Written tests	Presentation –on Discussion	applications of Practical how to utilize the characteristics of good journalistic information in the field of media work	=	3	23
Written tests	Presentation –on Discussion	A brief history of the emergence of the Internet	=	3	24
Written tests	Presentation –on Discussion	Media phenomena and issues sparked by the Internet	=	3	25
Written tests	Presentation –on Discussion	Practical applications of how to benefit from the internet in the field of media work	=	3	26
Written tests	Presentation –on Discussion	The concept and characteristics of electronic publishing	=	3	27
Written tests	Presentation –on Discussion	-The concept of the e book with practical applications of electronic publishing mechanisms	=	3	28

Written tests	Presentati -on Discussio n	Practical applications of the most important software programs that can be used in the field of media work	=	3	29
Written tests	Presentati -on Discussio n	Second semester exam	=	3	30

Course evaluation -24	
.(Chapter One: (20% mark .(marks Daily preparation: (5 .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (points Annual effort: (40 (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources -25	
Opting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in field the course	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Public Relations Strategies and Programs	.147
Course Code / Phase Two / Public Relations Branch	.148
.Term/Academic Year 2025/2026	.149

.Date this description was prepared: 7/9/2025	.150
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.151
Number of study hours (2) / Number of units (2) in the stage	.152
Name of the course coordinator (if there is more than one, please (mention it	.153
Duha Thamer Radhi .Name: M.M raedalwaili@uowasit.edu.iq	
objectives Course	.154
.of public relations To become familiar with the basic concepts and modern theories – equip the student with the most important modern perceptions and concepts of – .for public relations communication applications Obtaining information and ideas from primary public relations sources –	
Teaching and learning strategies	.155
Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting developing media and journalistic skills for advanced programs in content creation and .public relations practitioners	

Course structure -29

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written and practical tests	–Presentation Discussion	Definition of public relations	As referred to in the previous section, to each according to its content	2	1
Written and practical tests	–Presentation Discussion	The concept of planning in public relations	=	2	2
Written and practical tests	–Presentation Discussion	The importance of planning in public relations	=	2	3
Written and practical tests	–Presentation Discussion	Types of planning	=	2	4
Written and practical tests	–Presentation Discussion	Factors for successful planning	=	2	5
Written and practical tests	–Presentation –Discussion Live Questioning	obstacles Planning	=	2	6
Written and practical tests	–Presentation Discussion	The concept of strategy	=	2	7
Written and practical tests	–Presentation Discussion	Public relations strategies	=	2	8
Written and practical tests	–Presentation Discussion	Types of communication strategies in public relations	=	2	9
Written and practical tests	–Presentation Discussion	Public relations programs	=	2	10
Written and practical tests	–Presentation Discussion	The importance of public relations programs	=	2	11
Written and practical tests	–Presentation –Discussion Live Questioning	Principles of developing public relations programs	=	2	12
Written and practical tests	–Presentation Discussion	Conditions for the success of public relations programs	=	2	13
Written and practical tests	–Presentation Discussion	Review of all materials	=	2	14
Written and practical tests	–Presentation Discussion	First semester exam	=	2	15
Written and practical tests	–Presentation Discussion	relations The role of the public officer in program development	=	2	16
Written and practical	–Presentation Discussion	Preventive programs in relationships	=	2	17

tests					
Written and practical tests	–Presentation –Discussion Live Questioning	Relationship therapy programs	=	2	18
Written and practical tests	–Presentation Discussion	Audience identification	=	2	19
Written and practical tests	–Presentation Discussion	Identifying communication messages	=	2	20
Written and practical tests	–Presentation Discussion	Designing the strategy or tactics	=	2	21
Written and practical tests	–Presentation Discussion	Choosing the means	=	2	22
Written and practical tests	–Presentation Discussion	Review and evaluation	=	2	23
Written and practical tests	–Presentation –Discussion Live Questioning	Practical applications for implementing integrated programs	=	2	24
Written and practical tests	–Presentation Discussion	Employing public relations strategies in various sectors	=	2	25
Written and practical tests	–Presentation Discussion	The importance of audience identification	=	2	26
Written and practical tests	–Presentation Discussion	Classifying the audience according to its social characteristics	=	2	27
Written and practical tests	–Presentation Discussion	of effective Characteristics communication	=	2	28
Written and practical tests	–Presentation Discussion	Practical applications of public relations programs in the public and private sectors	=	2	29
		Second semester exam			30

Course evaluation –30
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(classroom: (5 marks Attendance and commitment within the .(Monthly exam (10 marks

(Annual effort: (40 points
 (Final exam: (60 marks
 (Final grade: (100 points

Learning and teaching resources –31

Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(references (sources Main
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	erences, websitesElectronic ref

Course description template

Course Name: Information Technology	.156
Public Relations Branch / Course Code / Phase Two	.157
Semester/Year/2025/2026	.158
.this description was prepared: 7/9/2025 Date	.159
.(Available attendance forms / Official working hours (regular	.160
Number of study hours (3) / Number of units (2) in the stage	.161
Name of the course coordinator (if there is more than one, please .(mention it	.162
Name: M.M. Hamza Khalid Mutashar hamza110@uowasit.edu.iq	
objectives Course	.163
roducing students to the basic concepts related to information, data, and knowledge, - .and their importance in modern society	

olution and how it affects different Studying the development of the information -
 .sectors, such as media, the economy, and education
 oducing students to the challenges related to the availability of information, its -
 .credibility, and the right of individuals to access it
 eristics of the information society and how to interact with modern Analyzing the cha -
 .technological changes
 dying traditional and digital information sources, and understanding how to evaluate -
 .them according to academic and professional standards
 ical understanding of the components of the Internet, the mechanisms Developing a p -
 .for connecting to it, and the services it provides
 alyzing the role of websites and blogs in disseminating knowledge and media and -
 .social influence
 information across different directories and institutions, Enabling students to search -
 .with a focus on search techniques
 .Effective and accurate quoting from sources

Teaching and learning strategies .164

brainstorming, practical ,Adopting methods of lecturing, presentation, discussion, dialogue
 .application, and others

strategy

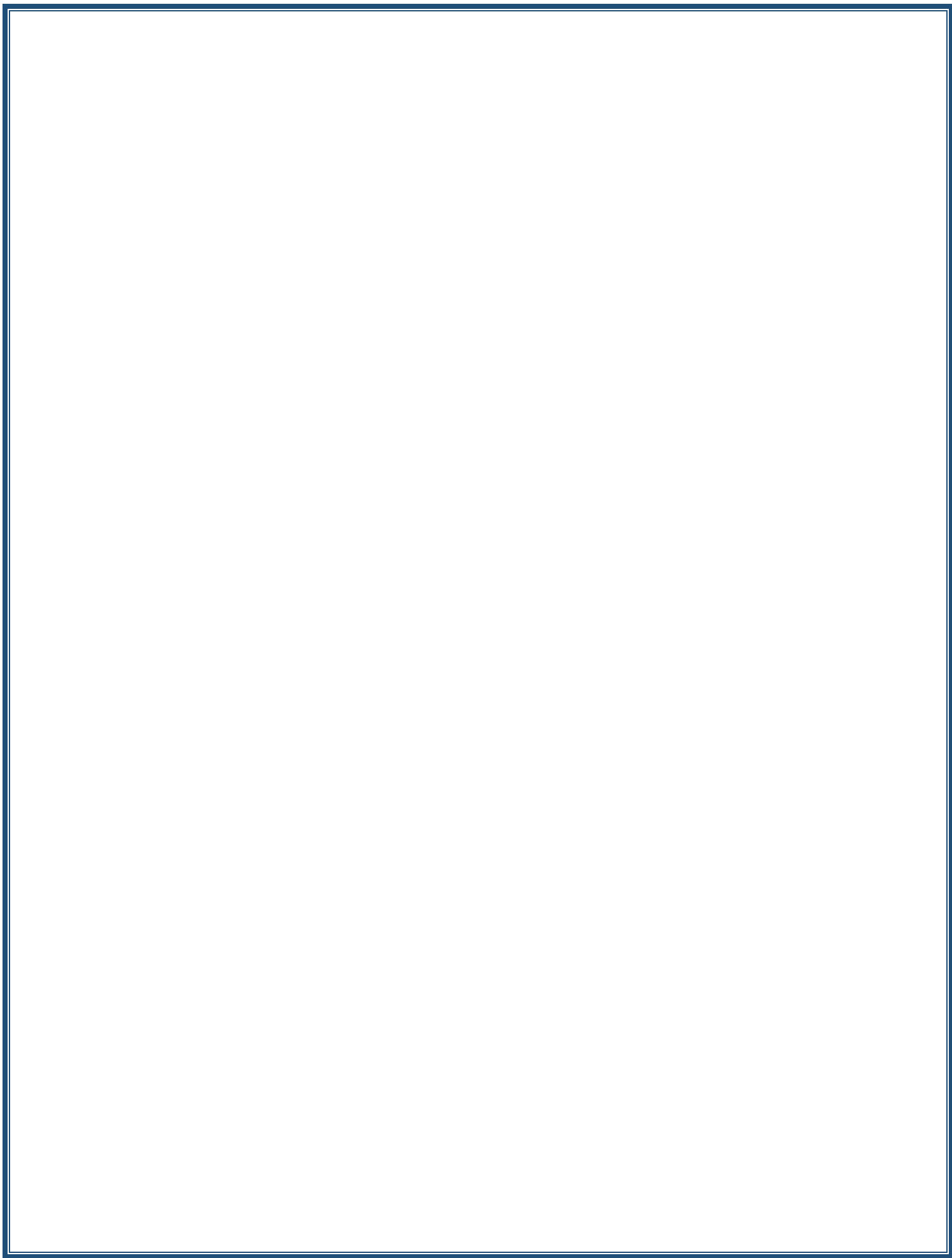
Course structure .8

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	concepts of Basic information	As referred to in the previous section, each according to its .content	3	1
Written tests	Presentation – Discussion	Data, information and knowledge	=	3	2
Written tests	Presentation – Discussion	Information revolution	=	3	3
Written tests	Presentation – Discussion	Information problem	=	3	4
Written tests	Presentation – Discussion	Right to information	=	3	5
Written tests	Presentation – Discussion Live – Questioning	Information society	=	3	6
Written tests	Presentation – Discussion	Information pollution	=	3	7
Written tests	Presentation – Discussion	The importance of information and information literacy	=	3	8
Written tests	Presentation – Discussion	The concept of information literacy and the importance of information literacy	=	3	9
Written tests	Presentation – Discussion	Identifying the need information and for its sources	=	3	10
Written tests	Presentation – Discussion	Identifying the need for information, information sources, and information	=	3	11

		institutions			
Written tests	Presentation – Discussion Live – Questioning	Elements and types of information institutions	=	3	12
Written tests	Presentation – Discussion	The Internet and what the Internet is	=	3	13
Written tests	Presentation – Discussion	Internet components, the process of connecting to the Internet , and Internet services	=	3	14
Written tests	Presentation – Discussion	First semester exam	=	3	15
Written tests	Presentation – Discussion	Websites and blogs	=	3	16
Written tests	Presentation – Discussion	Websites: Concept, Types, and Their Media Role	=	3	17
Written tests	Presentation – Discussion Live – Questioning	Blogs: Concept, Types, and Their Media Role	=	3	18
Written tests	Presentation – Discussion	Social media platforms: their concept	=	3	19
Written tests	Presentation – Discussion	Finding information	=	3	20
Written tests	Presentation – Discussion	Research in traditional information institutions	=	3	21
Written tests	Presentation – Discussion	Searching virtual information institutions	=	3	22
Written tests	Presentation – Discussion	Internet search	=	3	23
Written tests	Presentation	Searching the	=	3	24

	– Discussion Live – Questioning	evidence			
Written tests	Presentation – Discussion	Information services and the concept of information services	=	3	25
Written tests	Presentation – Discussion	Information usage calendar	=	3	26
Written tests	Presentation – Discussion	Using information	=	3	27
Written tests	Presentation – Discussion	Quoting from information sources	=	3	28
Written tests	Presentation – Discussion	Information Technology	=	3	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	3	30

Course evaluation –26	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(marks Monthly exam (10 .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
resources Learning and teaching –27	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...reports ,references (scientific journals
Official and academic websites related to the course field	Electronic references, websites



Course description template

Name: Communication Theories Course	.165
Journalism Branch / Public Relations Branch / Course Code / Phase Two	.166
.Chapter/Year/2025/2026	.167
.Date this description was prepared: 7/9/2025	.168
.(Available attendance forms / Official working hours (regular	.169
of study hours (2) / Number of units (2) in the stage Number	.170
Name of the course coordinator (if there is more than one, .(please mention it	.171
Name: Dr. Maitham Falih Hussein mfaleh@uowasit.edu.iq	
objectives Course	.172
.concept of communication theories To provide learners with knowledge of the Understanding theories related to communication messages .Identifying persuasion techniques in communication messages Identifying the factors that contribute to the effectiveness of the components of .ocessthe communication pr	– – – –

Teaching and learning strategies	.173
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Adopting methods of lecturing, presentation, discussion, dialogue, brainstorming, .practical application, and others

strategy

Course structure -11					
Evaluation Method	Teaching method	Unit/Course or Name Topic	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Introduction to Communication Science, Historical Stages of the Development of Communication Science	As referred to in the previous section, each to its according .content	2	1
Written tests	Presentation – Discussion	Theories of the impact of mass communication	=	2	2
Written tests	Presentation – Discussion	The concept of theory	=	2	3
Written tests	Presentation – Discussion	influence theories , magic bullet theory	=	2	4
Written tests	Presentation – Discussion	Limited influence theories , moderate influence theories, active influence theories	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Selective processes	=	2	6
Written tests	Presentation – Discussion	Theories related to the communication source , the concept of the sender, its characteristics, gatekeeper theory, .and news values	=	2	7
Written tests	Presentation – Discussion	Gatekeeper, Ethics of Work at the Gateway	=	2	8
Written tests	Presentation – Discussion	Theories related to communication, the concept of a message, characteristics of a	=	2	9

		good message, the concept of persuasion and its types			
Written tests	Presentation – Discussion	Persuasion techniques in communication messages, persuasion) strategies psychodynamic –strategy , socio cultural strategy, building –meaning strategy (the concept of mental image and (stereotype	=	2	10
Written tests	Presentation – Discussion	Factors contributing to the effectiveness of the components of the communication process	=	2	11
Written tests	Presentation – Discussion Live – Questioning	Information theories	=	2	12
Written tests	Presentation – Discussion	Prioritization theory	=	2	13
Written tests	Presentation – Discussion	Knowledge Gap Theory	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Cultural implantation theory	=	2	16
Written tests	Presentation – Discussion	Media framing theory	=	2	17
Written tests	Presentation – Discussion Live – Questioning	Theories related to the medium / the concept of the medium, characteristics of	=	2	18

		mass media			
Written tests	Presentation – Discussion	McLuhan's theory the medium is the) message, the medium is an extension of sight, cold and hot media, the concept of (the global village	=	2	19
Written tests	Presentation – Discussion	Habermas's electronic field theory	=	2	20
tests Written	Presentation – Discussion	and Gratifications Theory and Diffusion Theory	=	2	21
Written tests	Presentation – Discussion	Theories related to the audience / The concept of an active audience	=	2	22
Written tests	Presentation – Discussion	The concept of exposure, its types , methods of measuring it, and its obstacles	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Prioritization theory (setting–agenda)	=	2	24
Written tests	Presentation – Discussion	stage –Two communication theory	=	2	25
tests Written	Presentation – Discussion	The theory of the snail of silence	=	2	26
Written tests	Presentation – Discussion	Social Expectancy Theory	=	2	27
Written tests	Presentation – Discussion	Media dependency theory	=	2	28
Written tests	Presentation – Discussion	Sources of media influence, methods of influence, and levels of influence	=	2	29
Written tests	Presentation	Second semester	=	2	30

	– Discussion Live – Questioning	exam			
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Course evaluation –28	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(exam (10 marks Monthly .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
resources Learning and teaching –29	
Opting modern sources in the course field	Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and ,references (scientific journals (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Principles of Advertising /Course Name	.174
Public Relations Branch / Course Code / Phase Two	.175
Semester/Year/2025/2026	.176
.Date this description was prepared: 7/9/2025	.177
.(Available attendance forms / Official working hours (regular	.178
Number of units (2) in the stage / (Number of study hours (2	.179

Name of the course coordinator (if there is more than one, please .180 (mention it	
Name: M.M. Murtadha Salal Naama Mortaza140@uowasit.edu.iq	
objectives Course .181	
.Understanding the concept and importance of advertising - .able to acquire and develop skills in the field of advertising To be - Understanding the artistic templates of advertisements -	
Teaching and learning strategies .182	
pting methods of lecturing, presentation, discussion, dialogue, .application, and others brainstorming, practical	strategy

Course structure .9

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	The Origins of Advertising	As referred to in the previous section, each according to its .content	2	1
Written tests	–Presentation Discussion	The concept of advertising and its stages of development in journalism	=	2	2
Written tests	–Presentation Discussion	Job functions and objectives of the advertisement	=	2	3
Written tests	–Presentation Discussion	Technical principles of advertising design	=	2	4
Written tests	–Presentation Discussion	Using technology in advertising	=	2	5
Written tests	–Presentation –Discussion Live Questioning	Advertising ethics	=	2	6
Written tests	–Presentation Discussion	verbal symbols in –Verbal and non advertising	=	2	7
Written tests	–Presentation Discussion	Elements specific to preparing an advertising message	=	2	8
Written tests	–Presentation Discussion	Psychological aspects of advertising	=	2	9
Written tests	–Presentation Discussion	Advertising and Marketing	=	2	10
Written tests	–Presentation Discussion	Advertising campaigns	=	2	11
Written tests	–Presentation –Discussion Live Questioning	Advertising and audience categories	=	2	12
Written tests	–Presentation Discussion	Measuring the impact of advertising on the public	=	2	13
Written tests	–Presentation Discussion	Examples of consumer advertising behavior	=	2	14
Written tests	–Presentation Discussion	First semester exam	=	2	15

Written tests	–Presentation Discussion	Types of press advertisements	=	2	16
Written tests	–Presentation Discussion	The media and its relationship to advertising	=	2	17
Written tests	–Presentation – Discussion Live Questioning	Advertising promotion	=	2	18
Written tests	–Presentation Discussion	Advantages and disadvantages of advertising in journalism	=	2	19
Written tests	–Presentation Discussion	Advertising techniques in journalism	=	2	20
Written tests	–Presentation Discussion	advertising on The impact of financing	=	2	21
Written tests	–Presentation Discussion	Advertising on the Internet	=	2	22
Written tests	–Presentation Discussion	Key differences between advertising in print and online	=	2	23
Written tests	–Presentation –Discussion Live Questioning	Stages of preparing and designing advertisements in journalism	=	2	24
Written tests	–Presentation Discussion	Stages of advertising production in the press	=	2	25
Written tests	–Presentation Discussion	Stages of producing an online advertisement	=	2	26
Written tests	–Presentation Discussion	Preparing and editing advertisements in the press	=	2	27
Written tests	–Presentation Discussion	Advertising strategy in the press	=	2	28
Written tests	–Presentation Discussion	affecting the size of the Factors advertisement	=	2	29
		Second semester exam			30

Course evaluation	–30
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(marks 10) Monthly exam .(Chapter Two: (20% mark .(Daily preparation: (5 marks	

.(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
resources Learning and teaching –31	
Opting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

.Relations Course Name: Marketing Public	.183
Course Code / Phase Two / Public Relations Branch	.184
.Term/Academic Year 2025/2026	.185
.Date this description was prepared: 7/9/2025	.186
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.187

of study hours (2) / Number of units (2) in the stage Number	.188
Name of the course coordinator (if there is more than one, please (mention it	.189
Name: Khalaf Karim Kiyoush kkareem@uowasit.edu.iq	
objectives Course	.190
.relations To know the basics and rules of public - .To identify the different approaches of marketing schools - .To apply the knowledge he has acquired in the fields of marketing - link the movements of renewal and development with the authenticity and value of - .heritage .wledge in the fields of marketing and productionTo invest his kno -	
Teaching and learning strategies	.191
Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills for .public relations practitioners	

Course structure .10

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Introduction to Marketing Definition and Objectives /	As referred to in the previous section, each according to .its content	2	1
Written tests	Presentation – Discussion	The evolution of the marketing concept / concept and factors	=	2	2
Written tests	Presentation – Discussion	Marketing environment / concept and factors	=	2	3
Written tests	Presentation – Discussion	Market / Characteristics and Features	=	2	4
Written tests	Presentation – Discussion	Identifying the target market / concept and methods	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Originating Authority / Definition and Objectives	=	2	6
Written tests	Presentation – Discussion	Image of the source / Success and impact factors	=	2	7
Written tests	Presentation – Discussion	Product / Definition and Divisions	=	2	8
Written tests	Presentation – Discussion	Life Cycle / Product	=	2	9
Written tests	Presentation – Discussion	Product Pricing / Importance of Pricing, its Objectives, and Factors	=	2	10

		Affecting Pricing			
Written tests	Presentation – Discussion	Marketing Communications / Concept and Need	=	2	11
Written tests	Presentation – Discussion Live – Questioning	Marketing communications / advertising media	=	2	12
Written tests	Presentation – Discussion	marketing / Definition, –E Principles, and –Mechanisms of E marketing	=	2	13
Written tests	Presentation – Discussion	Digital Marketing / Creating a Website for Digital Marketing	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Social Marketing / Definition and Objectives	=	2	16
Written tests	Presentation – Discussion	Social and commercial marketing: A comparison between the two concepts	=	2	17
Written tests	Presentation – Discussion Live – Questioning	Social product / Types of social products	=	2	18
Written tests	Presentation – Discussion	Methods of social change / Introduction to methods	=	2	19
Written tests	Presentation – Discussion	Social change campaigns: their mechanisms and success factors	=	2	20
Written tests	Presentation – Discussion	Political Marketing: Definition and Objectives	=	2	21
Written tests	Presentation	The political market /	=		22

	– Discussion	Characteristics of the political market and the political product / Product attributes			
Written tests	Presentation – Discussion	Political Consumer / Characteristics	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Political Marketing Campaigns / Strategic Planning	=	2	24
Written tests	Presentation – Discussion	Cultural Marketing / Definition and Objectives	=	2	25
Written tests	Presentation – Discussion	product / Product Cultural attributes	=	2	26
Written tests	Presentation – Discussion	Consumer of the cultural market / characteristics	=	2	27
Written tests	Presentation – Discussion	University Marketing / Definition and Objectives	=	2	28
Written tests	Presentation – Discussion	University product / Product features and the university market consumer / Characteristics	=	2	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30

evaluation Course –32
.(Chapter One: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks

.(Monthly exam (15 marks .(Chapter Two: (20% mark .(Daily preparation: (3 marks .(marks 2) :Attendance and commitment within the classroom .(Monthly exam (15 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –33	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Marketing Public Relations / Khalaf Karim Kayoush Public Relations: A Serendipitous Vision .Shammari–Ali Jabbar Al /	(sources) Main references
Adoption of recent research and available international studies within rep and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

English Language /Course Name	.19
Course Code/Phase Two	.20
2026-2025 Semester/Academic Year	.21
2025-9-Date this description was prepared: 7	.22
Available attendance methods: Regular (official) attendance / Interactive online classroom system when necessary	.23
Number of study hours (2) / Number of units (1) in the stage.	.24
course coordinator (if there is more than one, please Name of the .(mention it Prof. Dr. Abbas Salim Zidane	.25
Course objectives	.26
The student becomes familiar with the theoretical material given to him and is given more examples and models	-1 -
theories in light of the development of Clarifying modern linguistics; discussing modern theories in light of the development of linguistics	-2 -
Discussing modern theories in light of the development of	-3 -

linguistics

Teaching and learning strategies .27

Live Questioning –Discussion –Presentation
Incorporating the use of educational technology (data – regulated learning-self
projectors) or electronic platforms into teaching methods

Course structure -I7

Evaluation Method	Teaching method	Topic Name Unit/Course or	Required learning outcomes	Hours	S
Written tests	Presentation –n Discussion	Unit One Bilingual dictionaries	As referred to in the previous section, each according to its content		1
Written tests	Presentation –n Discussion	Unit One Simple past and continuous	=		2
Written tests	Presentation –n Discussion	Unit One Prepositions	=		3
Written tests	Presentation –n Discussion	Unit One Adjectives	=		4
Written tests	Presentation –n Discussion	Unit One Simple present and continuous	=		5
Written tests	Presentation –n Discussion Live – Questioning	Two Unit Describing countries	=		6
Written tests	Presentation –n Discussion	Unit Two Collection of words	=		7
Written tests	Presentation –n Discussion	Unit Two Have/have got Preposition in, on, at	=		8
Written tests	Presentation –n Discussion	Unit Three Past perfect tense and simple past	=		9
Written tests	Presentation –n Discussion	Unit Three Past and present perfect tense	=		10
Written tests	Presentation –n Discussion	Unit Three Quantities	=		11
Written tests	Presentation –n Discussion Live – Questioning	Unit Three Describing persons and places	=		12
Written tests	Presentation –n Discussion	Unit Three Simple past and continuous past	=		13
Written tests	Presentation –n Discussion	Unit Three Regular and irregular verbs	=		14

Written tests	Presentation –n Discussion	First semester exam	=		15
Written tests	Presentation –n Discussion	Unit Four Making negative	=		16
Written tests	Presentation –n Discussion	Unit Four Articles in English	=		17
Written tests	Presentation –n Discussion Live – Questioning	Four Unit Countable and uncountable nouns	=		18
Written tests	Presentation –n Discussion	Unit Four Some, any How much, How many	=		19
Written tests	Presentation –n Discussion	Unit Four Formal and informal language	=		20
Written tests	Presentation –n Discussion	Unit Four Verb patterns, hot verbs	=		21
Written tests	Presentation –n Discussion	1- Second semester exam	=		22
Written tests	Presentation –n Discussion	Unit Five Simple Future tense	=		23
Written tests	Presentation –n Discussion Live – Questioning	Five Unit Present continuous	=		24
Written tests	Presentation –n Discussion	Unit Five Future form / going to	=		25
Written tests	Presentation –n Discussion	Unit Six Comparative and superlative degrees	=		26
Written tests	Presentation –n Discussion	Unit Six Comparative and superlative degrees	=		27
Written tests	Presentation –n Discussion	Unit Six Present perfect and past Simple, since-for	=		28
tests Written	Presentation –n Discussion	6 Unit Phrasal verbs	=		29
		Second semester exam			30

Course evaluation -18	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(marks Daily preparation: (5 .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources -19	
New Head way plus –intermediate students book with key-John and Liz Soars	quired textbooks (methodology, if (applicable
New Head way series -Oxford university	(Main references (sources
	Recommended supporting books and references (scientific journals, (...reports
YouTube, English www.learning	Electronic references, websites

Course description template

Review of the performance of higher education institutions (academic (program review

Course Description

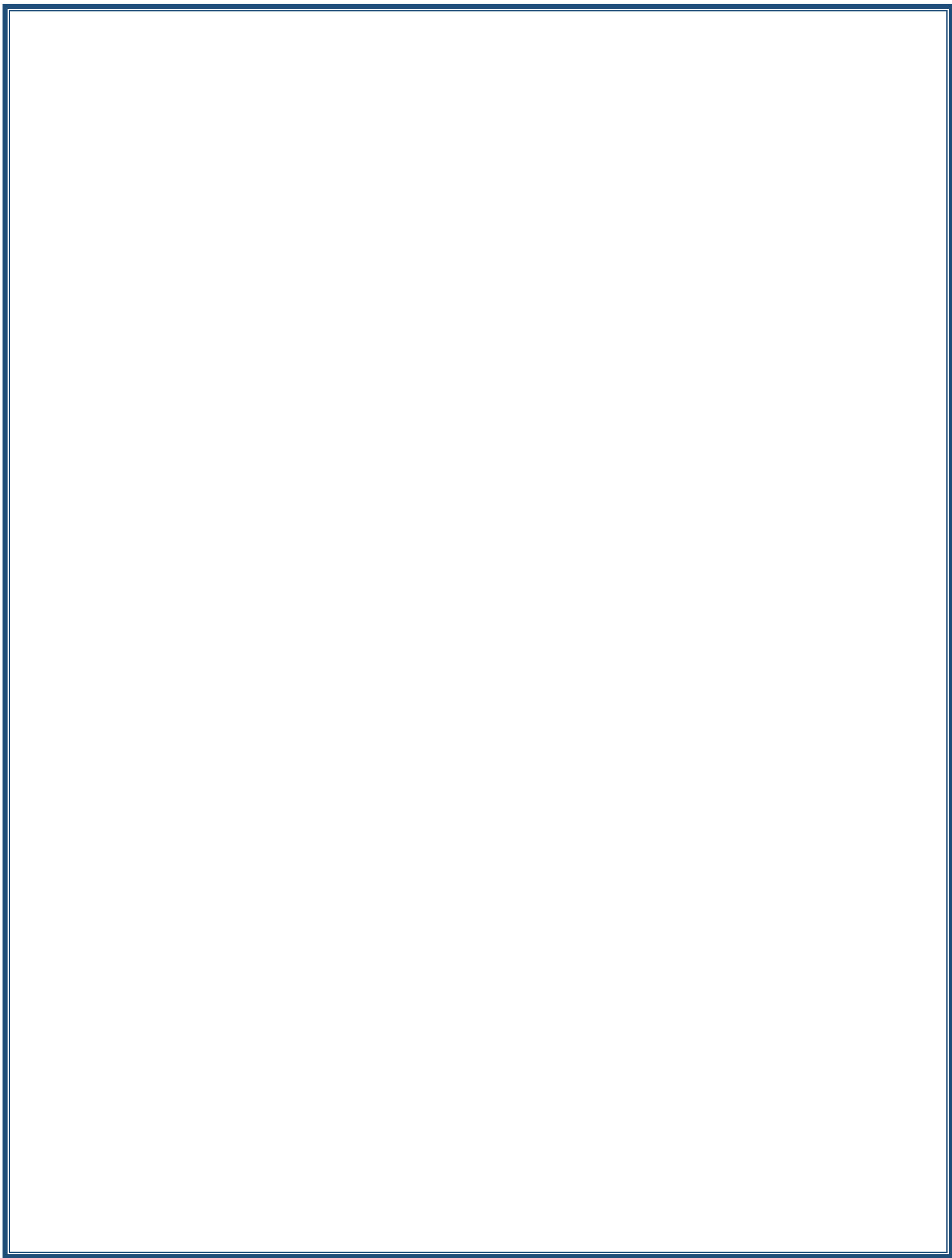
summary of the course's key This course description provides a concise features and the expected learning outcomes for students, demonstrating whether they have made the most of the available learning opportunities. It .must be linked to the program description

of Wasit, College of Arts University	Educational institution .11
Media	University Department / .12 Center
Phase –Crimes of the Ba'athist regime in Iraq Two	Course Name/Code .13
	Programs that he enters .14
My presence	Available forms of .15 attendance
2026-year 2025 Academic	Semester/Year .16
Q weekly (2)	Total number of study .17

	hours
2025/9/7	Date this description was prepared .18
Course Objectives .19	
To provide learners with knowledge of the concept of Ba'athist crimes -	
.committed by Saddam Hussein in Iraq	
.Understanding the categories of crimes -	
.Identifying the methods used by the Ba'athist regime -	
.Identifying the mechanisms and effects of psychological and social crimes -	
.Recognizing images of human rights violations and crimes of power -	
.in Iraq Identifying the environmental crimes of the Ba'ath regime -	
.Identifying mass grave crimes	

Learning outcomes, teaching and learning methods, and assessment .20
Knowledge and understanding -A
.Identifying the crimes of the Ba'ath regime in Iraq -A1
documentation of the Iraqi High Knowledge of Baathist crimes according to the -A2
.Criminal Court in 2005
Comparison between the dictatorial system and the democratic system after -A3
.AD 2003
.Identifying psychological and social crimes and their effects -A4
.ernational crimes it committedKnowledge of the Ba'ath regime and the int -A5

specific skills-b) Subject .Assessing and monitoring human rights violations and crimes -B1 Preparing research papers to describe the rights of victims of Baathist crimes in -B2 .Iraq
Teaching and learning methods
solving, and discussion-Methods of presentation, live questioning, problem - (Google) into teaching methods Classroom, (Google Mate - Encouraging students to learn independently -
Assessment methods
learner's activity using essay and objective tests, with the instructor observing the .various methods Final calendar) represented by the –annual calendar -Semi –Monthly calendar) semester and final exams
Thinking skills -C Planning-C1 Organization -Part 2 Monitoring-C3 Calendar -Q4
Teaching and learning methods
Live Questioning –Discussion –Presentation -
Assessment methods
Written tests and observation
General and transferable skills (other skills related to employability and personal -D .(development students and motivating them to Providing continuous learning opportunities for -1 pursue them learning-Structured self -D2 Social Communication -D3 management-Self -D4



Course structure .21

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Contact	in As referred to the previous section, each according to its .content	1	1
Written tests	Presentation – Discussion	Definition of the Ba'ath regime in Iraq	=	1	2
Written tests	Presentation – Discussion	Types and categories of Ba'athist crimes	=	1	3
Written tests	Presentation – Discussion	Types of international crimes	=	1	4
Written tests	Presentation – Discussion	Decisions issued by the Supreme Criminal Court	=	1	5
Written tests	Presentation – Discussion Live – Questioning	Psychological and social crimes and their effects	=	1	6
Written tests	Presentation – Discussion	militarization of society	=	1	7
Written tests	Presentation – Discussion	The Ba'athist regime's stance on religion	=	1	8
Written tests	Presentation – Discussion	Violations of Iraqi laws	=	1	9
Written tests	Presentation – Discussion	Images of human rights violations and crimes of authority	=	1	10
Written tests	Presentation	Some decisions	=	1	11

	– Discussion	regarding the political and military violations of the Ba'ath regime			
Written tests	Presentation – Discussion Live – Questioning	Prisons and detention centers of the Ba'ath regime	=	1	12
Written tests	Presentation – Discussion	Environmental crimes of the Ba'ath regime	=	1	13
Written tests	Presentation – Discussion	radioactive War and pollution and landmine explosions	=	1	14
Written tests	Presentation – Discussion	The use of internationally prohibited weapons and the dangers of landmines	=	2	15
Written tests	Presentation – Discussion	radioactive contamination	=	1	16
Written tests	Presentation – Discussion	Destruction of cities and villages scorched earth) (policy	=	1	17
Written tests	Presentation – Discussion Live – Questioning	Bombing of cities and villages	=	1	18
Written tests	Presentation – Discussion	Bombing of holy shrines	=	1	19
Written tests	Presentation – Discussion	Battle of the Jassim River	=		20
Written tests	Presentation –	Burning oil wells	=	1	21

	Discussion				
Written tests	Presentation – Discussion	draining the marshes	=		22
Written tests	Presentation – Discussion	Demolition of palm groves, trees and crops	=	1	23
Written tests	Presentation – Discussion Live – Questioning	Mass grave crimes	=	1	24
Written tests	Presentation – Discussion	Events of the mass graves of genocide committed by the in Ba'athist regime Iraq	=	1	25
Written tests	Presentation – Discussion	Events of 1963 and their relation to mass graves	=	1	26
tests Written	Presentation – Discussion	Events spanning from to 2003 and their 1979 relation to mass graves	=	1	27
Written tests	Presentation – Discussion	–Events of the Iran 1988–Iraq War 1980 and their relation to mass graves	=	1	28
Written tests	Presentation – Discussion	1988–Events of 1987 and their relation to mass graves	=	1	29
Written tests	Presentation – Discussion Live – Questioning	the 1991 Sha'ban uprising and its relation to mass graves	=	1	30
Written tests	Live Questioning	Chronological classification of genocide graves in	=	1	31

		Iraq for the period 2003–1963			
		The exam	=		32

Infrastructure: (5) classrooms, department library, and internet network for 22 faculty.	
	:Required readings Basic texts ▪ The course textbook ▪ Other ▪
–	Special requirements (including, for example, workshops, journals, software, and websites

Course description template

.192	Arab and International Journalism :Course Name
.193	Stage Three / Journalism Branch / Course Code
.194	.Term/academic year 2025/2026
.195	Date this description was prepared: 7/9/2025
.196	/ Official (regular) working hours :Available attendance forms
.197	Number of study hours (2) / Number of units (2) in the stage
.198	Name of the course coordinator (if there is more than one, please .(mention it
Name: M.M. Haider Abdul Radhan	
.199	objectives Course

media coverage and analyzing how events and news are covered in Understanding global
different countries around the world

strengthening media diplomacy and using media as a tool to enhance international relations -
cultural and multilingual Training media professionals capable of working in multiculti-
environments

Learn research, analysis, and investigation techniques for global issues -

International journalists play a crucial role in raising public awareness and providing
information

Accurate information on global issues affect
international policies and public opinion

Teaching and learning strategies .200

Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting
advanced programs in content creation and developing media and journalistic skills for
journalism practitioners

Course structure .23

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentati -on Discussio n	The concept of global journalism	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentati -on Discussio n	The advantages and characteristics of global journalism	=	2	2
Written tests	Presentati -on Discussio n	Global press problems: funding, laws, ownership	=	2	3
Written tests	Presentati -on Discussio n	of The reality Arab and international journalism: political changes	=	2	4
Written tests	Presentati -on Discussio n	The reality of online journalism	=	2	5
Written tests	Presentati -on Discussio	The experience of Arab expatriate	=	2	6

	Live –n Questioni ng	journalism: London and Washington newspapers as .a model			
Written tests	Presentati –on Discussio n	The emergence and development of the first continuous Arabic newspapers	=	2	7
Written tests	Presentati –on Discussio n	International editions experience in European -capitals: Al Zaman as a model	=	2	8
Written tests	Presentati –on Discussio n	Egyptian newspapers and their editions	=	2	9
Written tests	Presentati –on Discussio n	The emergence and development of the Emirati newspaper	=	2	10
Written tests	Presentati –on Discussio	The impact of technological and electronic	=	2	11

	on	developments on the evolution of immigrant newspapers			
Written tests	Presentati -on Discussio Live -n Questioni ng	Theories of International Journalism	=	2	12
Written tests	Presentati -on Discussio n	The theory of power or authoritarianis m, and the theory of freedom and .liberalism	=	2	13
Written tests	Presentati -on Discussio n	Jobs in global journalism	=	2	14
Written tests	Presentati -on Discussio n	First semester exam	=	2	15
Written tests	Presentati -on Discussio n	Completing the rest of the theories of international journalism	=	2	16
Written	Presentati -on	The theory of responsibility	=	2	17

tests	Discussion	and internationalism in journalism			
Written tests	Presentation Discussion Live –n Questioning	Social responsibility theory and socialist theory	=	2	18
Written tests	Presentation Discussion	Development Journalism Theory	=	2	19
Written tests	Presentation Discussion	Theory of Democratic Participation	=	2	20
Written tests	Presentation Discussion	The most important international newspapers in the American press	=	2	21
Written tests	Presentation Discussion	The most important international newspapers in the French press	=	2	22
Written tests	Presentation Discussion	The experiment of publishing American	=	2	23

	Presentati –on Discussio Live –n Questioni ng	newspapers in –Arabic Newsweek			
Written tests	Presentati –on Discussio Live –n Questioni ng	The most important international newspapers in the British press	=	2	24
Written tests	Presentati –on Discussio n	The emergence and development of electronic journalism	=	2	25
Written tests	Presentati –on Discussio n	Citizen journalism and its role in enhancing communication with the public	=	2	26
Written tests	Presentati –on Discussio n	Free press as a form of advertising promotion	=	2	27
Written tests	Presentati –on Discussio n	Modern communication technology and its impact on the spread of journalism	=	2	28
Written	Presentati –on	The most important	=	2	29

tests	Discussion	online resources and websites for local newspapers and their conversion into international editions			
Written tests	Presentation Discussion Live –n Questioning	Second semester exam	=	2	30

Course evaluation	-34
.(Chapter One: (20% mark .(marks Daily preparation: (5 .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 shakes .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (tsAnnual effort: (40 poin (Final exam: (60 marks	

(Final grade: (100 points

Learning and teaching resources –35

adopting modern sources in the course field	Required textbooks (methodology, if applicable
Ministry of Higher Education decree	(Main references (sources
Adoption of modern research and studies within reputable international and Arab journals: The Media . Lark Journal -Researcher Journal	supporting books and Recommended references (scientific journals, (...reports
academic websites Official and related to the course field	Electronic references, websites

Course description template

Course Name/Writing for Public Relations	.201
Course Code / Stage Three / Public Relations Branch	.202
.Term/Academic Year 2025/2026	.203
.Date this description was prepared: 22/9/2025	.204
Available attendance methods: Regular attendance (formal) / Interactive online classroom system, field visits	.205
Number of study hours (3) / Number of units (2) in the stage	.206
Name of the course coordinator (if there is more than one, please .(it mention	.207
Waili-Name: M. Raed Abdul Kadhim Abdul Hussein Saad Al raedalwaili@uowasit.edu.iq	
objectives Course	.208
.of writing in public relations Understanding the basic concepts and modern theories – ceptions and concepts for the To equip the student with the most important modern – .applications of journalistic arts in public relations	

Obtaining information and ideas from primary public relations sources –

Teaching and learning strategies .209

dialogue, and adopting Adopting methods of lecturing, presentation, discussion, and advanced programs in content creation and developing media and journalistic skills for .public relations practitioners

Course structure -36

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written and practical tests	Presentati –on Discussion	Principles of planning in public relations	As referred to in the previous section, each according to its content	3	1
Written and practical tests	Presentati –on Discussion	Writing techniques for public relations	=	3	2
Written and practical tests	Presentati –on Discussion	persuasion Persuasiveness in Public Relations	=	3	3
Written and practical tests	Presentati –on Discussion	Persuasion techniques	=	3	4
Written and practical tests	Presentati –on Discussion	mental image	=	3	5
Written and practical tests	Presentati –on Discussion Live – Questioning	Characteristics of mental image	=	3	6
Written and practical tests	Presentati –on Discussion	Writing skills for public relations	=	3	7
Written and practical tests	Presentati –on Discussion	Public News in Relations	=	3	8
Written	Presentati	News editing	=	3	9

and practical tests	–on Discussion	templates			
Written and practical tests	Presentati –on Discussion	Press report	=	3	10
Written and practical tests	Presentati –on Discussion	The difference between a press report and a news story	=	3	11
Written and practical tests	Live Questionin g	Types of journalistic reports	=	3	12
Written and practical tests	Presentati –on Discussion	Report writing templates	=	3	13
Written and practical tests	Presentati –on Discussion	Investigative Journalism Jobs	=	3	14
Written and practical tests	Presentati –on Discussion	First semester exam	=	3	15
Written and practical tests	Presentati –on Discussion	Public Relations Newsletter	=	3	16
Written and practical tests	Presentati –on Discussion	Characteristics of a news report	=	3	17
Written and practical tests	Presentati –on Discussion Live – Questionin g	Public relations advertisements	=	3	18
Written	Presentati	Special publications	=	3	19

and practical tests	–on Discussion	issued by the institution			
Written and practical tests	Presentati –on Discussion	Important aspects to consider in writing	=	3	20
Written and practical tests	Presentati –on Discussion	Newsletters	=	3	21
Written and practical tests	Presentati –on Discussion	Press conferences	=	3	22
Written and practical tests	Presentati –on Discussion	Press conference rules	=	3	23
Written and practical tests	Presentati –on Discussion Live – Questioning	Correspondence, labels, and their functions	=	3	24
Written and practical tests	Presentati –on Discussion	Types of stickers	=	3	25
Written and practical tests	Presentati –on Discussion	Factors contributing to the success and drawbacks of labels	=	3	26
Written and practical tests	Presentati –on Discussion	Brochures and their importance	=	3	27
Written and practical tests	Presentati –on Discussion	Writing for Public Relations	=	3	28
Written	Presentati	Comprehensive review	=	3	29

and practical tests	–on Discussion				
		Second semester exam		3	30

Course evaluation –37	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –38	
Adopting modern sources in the course field	(if applicable ,Required textbooks (methodology
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Media Legislation .1	
.Course code/Stage 3 .2	
.Chapter/Year/2025/2026 .3	
.Date this description was prepared: 7/9/2025 .4	
.(Available attendance forms / Official working hours (regular .5	
Number of study hours (2) / Number of units (2) in the stage .6	
Name of the course coordinator (if there is more than one, please .7 .(it mention	
Name: Dr. Lama Mutair Hassan lmuteer@uowasit.edu.iq	
objectives Course .8	
	.Teaching the basics of legislation – veloping the student's ability and knowledge of the laws that pertain to – his future field of work .Adherence to media ethics standards – equip the student with the most important concepts and ideas in the –

	.field of legislation	
	.Identifying the most important Iraqi laws related to media legislation –	
Teaching and learning strategies .9		
discussion and ,Adopting methods of lecturing, presentation ologue, and adopting the most important legislation and charters .related to media laws	strategy	

Course structure .24

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentati -on Discussio n	Definition of law, introduction and general principles, definition of crime, crimes and their types	As referred to in previous the section, each according to its .content	2	1
Written tests	Presentati -on Discussio n	Media law and its relationship with other laws ; legal frameworks in the media .process	=	2	2
Written tests	Presentati -on Discussio n	Freedom of journalistic work , freedoms resulting from journalistic work	=	2	3
Written tests	Presentati -on Discussio n	Media responsibilitie s and professional ethics	=	2	4

Written tests	Presentati -on Discussio n	Crimes of opinion and publication: their definition and elements, prohibited publications, and conditions for committing publishing .crimes	=	2	5
Written tests	Presentati -on Discussio Live -n Questioni ng	The Iraqi Constitution and Article 38 of the Constitution concerning freedom of thought and media	=	2	6
Written tests	Presentati -on Discussio n	Media and International Law Duties	=	2	7
Written tests	Presentati -on Discussio n	censorship , censorship Media censorship and its classification methods in democratic countries ,	=	2	8

		media censorship in developing countries, patterns of media censorship			
Written tests	Presentati -on Discussio n	The meaning of media freedom , the advantages of media freedom, and the pressures exerted on media .freedom	=	2	9
Written tests	Presentati -on Discussio n	Guarantees of media freedom	=	2	10
Written tests	Presentati -on Discussio n	Public and private ownership of media and its impact on media freedom; intellectual property rights in the .press	=	2	11
Written	Presentati -on	Rights of the	=	2	12

tests	Discussion Live –on Questioning	journalist			
Written tests	Presentation –on Discussion	Right of access to information and license for periodical publication	=	2	13
Written tests	Presentation –on Discussion	Media legislation : definition and concept	=	2	14
Written tests	Presentation –on Discussion	First semester exam	=	2	15
Written tests	Presentation –on Discussion	Brief historical overview of media legislation in contemporary Iraq	=	2	16
Written tests	Presentation –on Discussion	Crimes of aggression against the reputation	=	2	17
Written tests	Presentation –on Discussion Live –on	Crimes of Disclosure and Misrepresentation	=	2	18

	Questioning	Their -tion -Elements Their Types			
Written tests	Presentati -on Discussio n	Methods for detecting crimes of misleading public opinion	=	2	19
Written tests	Presentati -on Discussio n	Incitement crimes	=	2	20
Written tests	Presentati -on Discussio n	Electronic publishing crimes	=	2	21
Written tests	Presentati -on Discussio n	Intellectual property and media ethics codes	=	2	22
Written tests	Presentati -on Discussio n	Articles of the Arab Code of Honor	=	2	23
Written tests	Presentati -on Discussio Live -n Questioni ng	'Journalists Rights Law	=	2	24
Written tests	Presentati -on	Media and Communicati	=	2	25

	Discussion	ons -Commission its establishment and duties			
Written tests	Presentation -on Discussion	Code of journalistic ethics in Iraq and the Arab world	=	2	26
Written tests	Presentation -on Discussion	General guidelines for media broadcasting	=	2	27
Written tests	Presentation -on Discussion	Press monitoring	=	2	28
Written tests	Presentation -on Discussion	Examples of newspapers that violate journalistic ethics rules	=	2	29
Written tests	Presentation -on Discussion Live -n Questioning	Second semester exam	=	2	30

Course evaluation	-32
.(Chapter One: (20% mark	

.(Daily preparation: (5 marks .(classroom: (5 marks Attendance and commitment within the .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (intsFinal grade: (100 po	
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Learning and teaching resources –11	
opting modern sources in the course field	quired textbooks (methodology, if (applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books scientific journals,) and references (...reports
Official and academic websites related to the course field	Electronic references, websites

template Course description

Course Name/International Media	.10
Public Relations Branch / Course Code / Stage Three	.11
Semester/Year/2025/2026	.12

Date this description was prepared: 7/9/2025	.13
.(Available attendance forms / Official working hours (regular.	14
hours (2) / Number of units (2) in the stage Number of study.	15
Name of the course coordinator (if there is more than .16 .(one, please mention it	
Name: M.M. Muntazar Muhammad Jaddi	
objectives Course	.17
- To provide learners with knowledge of the concept of international media - .Understanding the mechanisms of international media - Getting to know international media and learning about global news agencies and their media importance - .Understanding international media and American politics - e impact of media Understanding developing countries and th imbalance - .Identifying the problems and issues of international media	
Teaching and learning strategies	.18

Adopting methods of lecturing, presentation, discussion, dialogue, .brainstorming, practical application, and others	strategy
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Course structure .25

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation Discussion	Definition of the term communication	As referred to in the previous section, each according to its content	2	1
Written tests	Presentation Discussion	Defining the term international "media" and other related terms	=	2	2
Written tests	Presentation Discussion	International Media and Foreign Policy Jobs	=	2	3
Written tests	Presentation Discussion	Introduction to the International Communication System	=	2	4
Written tests	Presentation Discussion	Global news agencies and their media importance	=	2	5
Written tests	Presentation Discussion Live –n	persuasive abilities of international media	=	2	6

	Questioning				
Written tests	Presentation Discussion	International discussion of major agencies	=	2	7
Written tests	Presentation Discussion	The impact of the United Nations and international institutions on the international communication process	=	2	8
Written tests	Presentation Discussion	International media and US politics	=	2	9
Written tests	Presentation Discussion	The impact of US policy on the work of international media	=	2	10
Written tests	Presentation Discussion	News imbalance and unbalance style	=	2	11
Written tests	Presentation Discussion Live -n	Defining the disorder and its aspects	=	2	12

	Questioning				
Written tests	Presentation –on Discussion	The imbalance favors developed countries	=	2	13
Written tests	Presentation –on Discussion	Developing countries and impact of the media imbalance	=	2	14
Written tests	Presentation –on Discussion	First semester exam	=	2	15
Written tests	Presentation –on Discussion	International media and its impact on foreign policy -decision making	=	2	16
Written tests	Presentation –on Discussion	International media problems and issues	=	2	17
Written tests	Presentation –on Discussion Live –n Questioning	Problems and obstacles to international communication in the Third World and developing	=	2	18

		countries			
Written tests	Presentati -on Discussio n	Modern media and globalization	=	2	19
Written tests	Presentati -on Discussio n	General definition of globalization	=	2	20
Written tests	Presentati -on Discussio n	Factors contributing to the emergence of globalization and its objectives	=	2	21
Written tests	Presentati -on Discussio n	Introduction to Media Globalization	=	2	22
Written tests	Presentati -on Discussio n	Globalization trends	=	2	23
Written tests	Presentati -on Discussio Live -n Questioni ng	Globalization institutions and tools	=	2	24
Written tests	Presentati -on	Characteristic s of	=	2	25

	Discussion	globalization media			
Written tests	Presentation Discussion	Public diplomacy and soft power in international relations	=	2	26
Written tests	Presentation Discussion	The negative risks of media globalization	=	2	27
Written tests	Presentation Discussion	Cultural risks	=	2	28
Written tests	Presentation Discussion	Risks in the political sphere	=	2	29
Written tests	Presentation Discussion Live –n Questioning	Second semester exam	=	2	30

Course evaluation –33
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks

.(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(commitment within the classroom: (5 marks Attendance and .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –34	
the Adopting modern sources in course field	quired textbooks (methodology, if (applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Digital Public Relations	.19
Course Code / Stage Three / Public Relations Branch	.20
.2026/2025 Term/Academic Year	.21
.Date this description was prepared: 7/9/2025	.22
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.23
Number of study hours (3) / Number of units (2) in the stage	.24
Name of the course coordinator (if there is more than one, please	.25

.(mention it	
Quraishi-M. M. Atheer Nouri Atiwi Hamoud Al Atheer104@uowasit.edu.iq	
objectives Course	.26
.digital public relations To learn the basic concepts and modern theories of – student with the most important modern perceptions and concepts of To equip – .communication methods in digital public relations .Obtaining information and ideas from primary sources for digital public relations –	
Teaching and learning strategies	.27
of lecturing, presentation, discussion, and dialogue, and adopting Adopting methods advanced programs in content creation and developing media and journalistic skills for .public relations practitioners	

Course structure -39

Evaluation Method	Teaching method	Topic Unit/Course or Name	Required learning outcomes	Hours	S
Written tests	Presentati -on Discussion	The concept of communication	As referred to in the previous section, each according to its content	3	1
Written tests	Presentati -on Discussion	The concept of electronic communication	=	3	2
Written tests	Presentati -on Discussion	Electronic communication in digital public relations	=	3	3
Written tests	Presentati -on Discussion	The impact of electronic communication in public relations	=	3	4
Written tests	Presentati -on Discussion	application practical	=	3	5
Written tests	Presentati -on Discussion Live – Questionin g	The use of information and communication technology in the field of public relations	=	3	6
Written tests	Presentati -on Discussion	Electronic communication functions in public relations	=	3	7
Written tests	Presentati -on Discussion	practical application	=	3	8
Written tests	Presentati -on Discussion	Global Information Network and Public Relations	=	3	9
Written tests	Presentati -on	Using websites in public relations	=	3	10

	Discussion				
Written tests	Presentati -on Discussion	software for electronic relationship management applications	=	3	11
Written tests	Presentati -on Discussion Live – Questionin g	practical application	=	3	12
Written tests	Presentati -on Discussion	public relations Online campaigns	=	3	13
Written tests	Presentati -on Discussion	Analysis of the content of online public relations websites	=	3	14
Written tests	Presentati -on Discussion	First semester exam	=	3	15
Written tests	Presentati -on Discussion	Employing digital marketing in public relations	=	3	16
Written tests	Presentati -on Discussion	Electronic advertising in public relations	=	3	17
Written tests	Presentati -on Discussion Live – Questionin g	practical application	=	3	18
Written tests	Presentati -on Discussion	Designing and preparing communication tools in public relations	=	3	19
Written tests	Presentati -on Discussion	Social media and public relations	=	3	20
Written tests	Presentati -on Discussion	practical application	=	3	21

Written tests	Presentati -on Discussion	Characteristics of electronic communication	=	3	22
Written tests	Presentati -on Discussion	Electronic communication audience	=	3	23
Written tests	Presentati -on Discussion Live – Questionin g	Utilizing diverse electronic links in relations public activities	=	3	24
Written tests	Presentati -on Discussion	typographic elements in electronic communication	=	3	25
Written tests	Presentati -on Discussion	The importance of identifying the audience and the study dimensions of its	=	3	26
Written tests	Presentati -on Discussion	Classifying the audience according to its social and individual characteristics	=	3	27
Written tests	Presentati -on Discussion	Planning to select appropriate communication methods	=	3	28
Written tests	Presentati -on Discussion	Characteristics of effective communication in digital public relations	=	3	29
		Second semester exam		3	30

Course evaluation	-40
.(Chapter One: (20% mark .(Daily preparation: (3 marks	

.(Attendance and commitment within the classroom: (2 marks

.(Monthly exam (15 marks

.(Chapter Two: (20% mark

.(Daily preparation: (3 marks

.(Attendance and commitment within the classroom: (2 marks

.(Monthly exam (15 marks

(Annual effort: (40 points

(exam: (60 marks Final

(Final grade: (100 points

Learning and teaching resources -41

Adopting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites field related to the course	Electronic references, websites

Course description template

(Course Name / Journalistic Writing (Article and Column	.28
Course Code / Stage Three / Journalism Branch	.29
.Term/Academic Year 2025/2026	.30
.Date this description was prepared: 7/9/2025	.31
.attendance forms: Official (regular) working hours Available.	.32
Number of study hours (4) / Number of units (3) per semester.	.33
Name of the course coordinator (if there is more than one, please .(mention it	.34

Batikh-Name: M. Karrar Mohammed Hatem Ali Al khatem@uowasit.edu.iq

khatem@uowasit.edu.iq

objectives Course	.35
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become familiar with the basic concepts and modern theories in journalistic writing – . (article and column)

equip the student with the most important modern concepts and ideas for the –
journalistic arts applications of

maintaining information and ideas from primary sources for journalistic editing (article and – .(column	
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Teaching and learning strategies	.36
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Adopting methods of lecturing, presentation, discussion and dialogue, and adopting in content creation and developing media and journalistic skills for advanced programs .students of the journalism branch
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Course structure -42

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	Presentati -on Discussion	The concept of a journalistic article	As referred to in the previous section, each according to its content	4	1
Written tests	Presentati -on Discussion	The roots of the journalistic article and its pioneering role	=	4	2
Written tests	Presentati -on Discussion	The article covered a wide range of topics and was published in the Arab and Iraqi .press	=	4	3
Written tests	Presentati -on Discussion	The impact of journalism on the development of the journalistic article	=	4	4
Written tests	Presentati -on Discussion	Functions of a journalistic article	=	4	5
Written tests	Presentati -on Discussion Live – Questionin g	The language of the journalistic article	=	4	6
Written tests	Presentati -on Discussion	Types of journalistic articles	=	4	7
Written tests	Presentati -on Discussion	structure and The artistic composition of a newspaper article	=	4	8
Written tests	Presentati -on Discussion	Writing student titles and reviewing published examples from the local and	=	4	9

		Arab press			
Written tests	Presentati -on Discussion	Standards for publishing a journalistic article	=	4	10
Written tests	Presentati -on Discussion	Editorial	=	4	11
Written tests	Presentati -on Discussion Live – Questionin g	Definition and characteristics of an editorial	=	4	12
Written tests	Presentati -on Discussion	Characteristics of an editorial writer	=	4	13
Written tests	Presentati -on Discussion	The printing of a student newspaper was completed, with two issues: the first for articles and the .second for the column	=	4	14
Written tests	Presentati -on Discussion	First semester exam	=	4	15
Written tests	Presentati -on Discussion	The importance of the newspaper column and its impact on following events and facts	=	4	16
Written tests	Presentati -on Discussion	Definition of a newspaper column and its topics	=	4	17
Written tests	Presentati -on Discussion Live – Questionin g	The difference between a newspaper column and an editorial	=	4	18
Written tests	Presentati -on Discussion	The language of the newspaper column	=	4	19

Written tests	Presentati –on Discussion	Characteristics of a newspaper column	=	4	20
Written tests	Presentati –on Discussion	Writing a newspaper column and its artistic structure	=	4	21
Written tests	Presentati –on Discussion	Suggesting topics suitable for writing newspaper columns student with participation	=	4	22
Written tests	Presentati –on Discussion	Hosting a journalist writer for a discussion to learn about his experience	=	4	23
Written tests	Presentati –on Discussion Live – Questionin g	Types of newspaper columns	=	4	24
Written tests	Presentati –on Discussion	A column of paragraphs or diaries with reference to Arabic examples	=	4	25
Written tests	Presentati –on Discussion	Reviewing and discussing published examples of columns in the local press	=	4	26
Written tests	Presentati –on Discussion	Students select sample column headings to confirm heading .characteristics	=	4	27
Written tests	Presentati –on Discussion	Students writing introductions based on artistic structure	=	4	28
Written tests	Presentati –on Discussion	Comprehensive review	=	4	29
		Second semester exam		4	30

Course evaluation –43	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –44	
Adopting modern sources in the course field	Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Media Discourse Language / Course Name	.28
Journalism / Public Relations Branch / Stage Three / Course Code	.29
Branch	
2026-2025 Academic Year / Semester	.30
2025-9-1 / Date this description was prepared	.31
attendance (official) Regular : Available attendance methods	.32
classroom system when necessary Interactive online /	
in the stage (2) Number of units / (2) Number of study hours	.33

Name of the course coordinator (if there is more than .34 (one, please mention it	
Shahmani - Al 'Abbas Ja'ija Wissam .M.D : Name wabbas@uowasit.edu.iq	
objectives Course .35	
become familiar with the basic concepts and modern theories in the field - . of media discourse equip the student with the most important modern concepts and ideas for - . audio and visual media performance applications . Obtain information and ideas from primary sources - -	
Teaching and learning strategies .36	
Adopting methods of lecturing, presentation, discussion and dialogue, and adopting advanced programs in content creation and developing media and . journalistic skills	

Course structure-20					
Evaluati on Method	Teaching method	Course or Topic / Name	Required learning outcomes	Hours	S
Written tests	Presentati – on Discussio n	Discourse concepts	As referred to in the previous section, each according to	2	1

			.its content		
Written tests	Presentati – on Discussio n	Discourse in modern studies	=	2	2
Written tests	Presentati – on Discussio n	Media discourse	=	2	3
Written tests	Presentati – on Discussio n	Significance in media discourse	=	2	4
Written tests	Presentati – on Discussio n	Readability of media discourse	=	2	5
Written tests	Presentati – on Discussio Live –n Questioni ng	Eloquence of speech	=	2	6
Written tests	Presentati – on Discussio n	Applications	=	2	7
Written tests	Presentati – on Discussio n	The difference between direct expression and expression indirect	=	2	8

Written tests	Presentati – on Discussio n	Practical application to media texts	=	2	9
Written tests	Presentati – on Discussio n	: Drawing upon texts , The Holy Quran) (literary texts	=	2	10
Written tests	Presentati – on Discussio n	Linguistic health	=	2	11
Written tests	Presentati – on Discussio Live –n Questioni ng	Linguistic accuracy in news headlines	=	2	12
Written tests	Presentati – on Discussio n	Linguistic accuracy in news articles	=	2	13
Written tests	Presentati – on Discussio n	Applications	=	2	14
Written tests	Presentati – on Discussio n	First semester exam	=	2	15
Written tests	Presentati – on	Terminology	=	2	16

	Discussio n				
Written tests	Presentati – on Discussio n	, stylistics , Style journalistic criticism , cultural criticism , , expression , explanation , interpretation , hermeneutics , linguistics , semiotics pragmatics	=	2	17
Written tests	Presentati – on Discussio Live –n Questioni ng	Style at the word level	=	2	18
Written tests	Presentati – on Discussio n	Ease of use of the word	=	2	19
Written tests	Presentati – on Discussio n	Sound harmony and the absence of dissonance in letters	=	2	20
Written tests	Presentati – on Discussio n	The meanings of indefinite nouns and and , definite nouns the implications of .their usage	=	2	21
Written	Presentati – on	The advantage of the present tense in	=	2	22

tests	Discussion	journalistic usage			
Written tests	Presentation – on Discussion	Allusion, pun, and metaphor	=	2	23
Written tests	Presentation – on Discussion Live – on Questioning	level style-Sentence	=	2	24
Written tests	Presentation – on Discussion	Presentation and delay	=	2	25
Written tests	Presentation – on Discussion	Emphasis	=	2	26
Written tests	Presentation – on Discussion	Stylistic choice and semantic choice	=	2	27
Written tests	Presentation – on Discussion	Interrogative sentences and declarative sentences	=	2	28
Written tests	Presentation – on Discussion	Comprehensive review	=	2	29

		Second semester exam			30
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Course evaluation -21	
.(mark %20) : First semester .(marks 5) : Daily preparation .(marks 5) : Attendance and commitment within the classroom .(marks 10) Monthly exam .(mark %20) : Chapter Two .(marks 5) : Daily preparation .(marks 5) : Attendance and commitment within the classroom .(marks 10) Monthly exam (points 40) : Annual effort (marks 60) : Final exam (points 100) : Final grade	
Learning and teaching resources -22	
opting modern sources in the course field	quired textbooks (methodology, if (applicable
Reliance on general references in the course field	(references (sources Main
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific (...journals, reports

Official and academic websites related to the course field	references, websites Electronic
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Course description template

Public Opinion / Course Name	.37
Page Three / Journalism Branch / Public / Course Code	.38
Relations	
2026-2025 Academic Year / Semester	.39
2025-9-7 / Date this description was prepared	.40

(official) Regular : Available attendance methods Interactive online classroom system when / attendance necessary	.41
per (2) Number of units / (2) Number of study hours semester	.42
coordinator (if there is more than Name of the course .(one, please mention it	.43
M.M. Fatima Muthanna Hassan Mahdi Fatimam128@uowasit.edu.iq	
Course objectives	.44
- become familiar with the basic concepts and modern theories in the field of media discourse - equip the student with the most important modern concepts and ideas for audio and visual media performance applications - Obtain information and ideas from primary sources	
Teaching and learning strategies	.45
Adopting methods of lecturing, presentation, discussion and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills	

Course structure-23					
Evaluation Method	Teaching method	Course or Topic Name /	Required learning outcomes	Hours	S
Written tests	Presentation – Discussion	The concept of public opinion: its definition and types	As referred to in the previous section, each according to its content	2	1
Written tests	Presentation – Discussion	Public opinion in ancient societies	=	2	2
Written tests	Presentation – Discussion	Public opinion in modern and contemporary societies	=	2	3
Written tests	Presentation – Discussion	The nature of public opinion and its laws	=	2	4
Written tests	Presentation – Discussion	The foundations of public opinion in modern states	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Factors that shape public opinion	=	2	6
Written tests	Presentation – Discussion	Factors shaping public opinion: the prevailing political and economic within the state climate	=	2	7
Written tests	Presentation –	Factors shaping public opinion: experiences and	=	2	8

	Discussion	significant events			
Written tests	Presentation – Discussion	Factors shaping public opinion: Revolutions and existing international conditions	=	2	9
Written tests	Presentation – Discussion	Leadership and its impact on shaping public opinion	=	2	10
Written tests	Presentation – Discussion	Public opinion manifestations	=	2	11
Written tests	Presentation – Discussion Live – Questioning	functions Public opinion	=	2	12
Written tests	Presentation – Discussion	Measuring public opinion	=	2	13
Written tests	Presentation – Discussion	Referendum method, survey method, and content analysis	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	The media and its impact on shaping public opinion	=	2	16
Written tests	Presentation – Discussion	The impact of the press on shaping public opinion	=	2	17

Written tests	Presentation – Discussion Live – Questioning	The impact of the internet on shaping public opinion	=	2	18
Written tests	Presentation – Discussion	The influence of the political system on public opinion	=	2	19
Written tests	Presentation – Discussion	The impact of conferences and seminars on shaping public opinion	=	2	20
Written tests	Presentation – Discussion	Public opinion in democratic systems	=	2	21
Written tests	Presentation – Discussion	Psychological warfare and public opinion	=	2	22
Written tests	Presentation – Discussion	Leaders and figures in shaping public opinion	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Traditional methods of public opinion	=	2	24
Written tests	Presentation – Discussion	Manifestations of expressing public opinion online	=	2	25
Written tests	Presentation –	Electronic public opinion methods	=	2	26

	Discussion				
Written tests	Presentation – Discussion	Diverting the audience's attention	=	2	27
Written tests	Presentation – Discussion	Specific positive programs	=	2	28
Written tests	Presentation – Discussion	Advantages and disadvantages of online public opinion	=	2	29
		Second semester exam		2	30

Course evaluation	-24
.(mark %20) : First semester .(marks 5) : Daily preparation .(marks 5) : Attendance and commitment within the classroom .(marks 10) Monthly exam .(mark %20) : Chapter Two .(marks 5) : Daily preparation .(marks 5) : Attendance and commitment within the classroom .(marks 10) Monthly exam (points 40) : Annual effort (marks 60) : Final exam (points 100) : Final grade	

Learning and teaching resources -25	
Opting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in course field the	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic the websites related to course field	Electronic references, websites

Course description template

Media Research and Statistical Applications / Course Name	.46
Stage Three / Course Code	.47
2026-2025 Academic Year / Semester	.48
2025-9-7 / Date this description was prepared	.49
(official) Regular : Available attendance methods	.50

Interactive online classroom system when necessary / attendance	
in the stage (2) Number of units / (3) Number of study hours	.51
Name of the course coordinator (if there is more than one, please mention it)	.52
Hussein Dr. Maitham Falih mfaleh@uowasit.edu.iq	
Course objectives	.53
- become familiar with the basic concepts and modern theories in the field of media discourse - equip the student with the most important modern concepts and ideas for audio and visual media performance applications - Obtain information and ideas from primary sources	
Teaching and learning strategies	.54
Adopting methods of lecturing, presentation, discussion and dialogue, and adopting advanced programs in content creation and developing media and journalistic skills	

Course structure-26

Evaluation Method	Teaching method	Course or Topic Name /	Required learning outcomes	Hours	S
Written tests	– Presentation Discussion	Scientific variables	As referred to in the previous section, each according to its .content	3	1
Written tests	– Presentation Discussion	Practical applications	=	3	2
Written tests	– Presentation Discussion	research vocabulary Scientific	=	3	3
Written tests	– Presentation Discussion	Practical applications	=	3	4
Written tests	– Presentation Discussion	Methodological framework of the research	=	3	5
Written tests	– Presentation –Discussion Live Questioning	,The problem, the importance the goal	=	3	6
Written tests	– Presentation Discussion	Practical applications	=	3	7
Written tests	– Presentation Discussion	Methodology, research tools	=	3	8
Written tests	– Presentation Discussion	Research community, types of samples, and methods of extraction	=	3	9
Written tests	– Presentation Discussion	Practical applications	=	3	10
Written tests	– Presentation Discussion	Scientific research tools (expert selection, validity and (reliability	=	3	11
Written tests	– Presentation –Discussion Live Questioning	Methods of collecting, classifying, and transforming data and information	=	3	12
Written	– Presentation	scientific observation	=	3	13

tests	Discussion				
Written tests	– Presentation Discussion	Practical applications	=	3	14
Written tests	– Presentation Discussion	First semester exam	=	3	15
Written tests	– Presentation Discussion	Scientific interview	=	3	16
Written tests	– Presentation Discussion	Questionnaire (Steps for building a questionnaire form, (questions types of	=	3	17
Written tests	– Presentation –Discussion Live Questioning	Practical applications	=	3	18
Written tests	– Presentation Discussion	Steps for preparing the questionnaire	=	3	19
Written tests	– Presentation Discussion	applications Practical	=	3	20
Written tests	– Presentation Discussion	scale	=	3	21
Written tests	– Presentation Discussion	Steps for building a scale, the difference between a scale and a questionnaire	=	3	22
Written tests	– Presentation Discussion	applications Practical	=	3	23
Written tests	– Presentation –Discussion Live Questioning	Content analysis (Steps of content analysis) (Concept, (Initial analysis	=	3	24
Written tests	– Presentation Discussion	Categories and units of analysis	=	3	25
Written tests	– Presentation Discussion	Practical applications	=	3	26
Written tests	– Presentation Discussion	operations (percentage, frequency calculation) (search tables, interpretation,	=	3	27

		(explanation			
Written tests	– Presentation Discussion	mean, standard Arithmetic) deviation, data tabulation, (statistical graphs	=	3	28
Written tests	– Presentation Discussion	Practical applications in scientific research writing	=	3	29
		Second semester exam		3	30

evaluation Course –27	
.(mark %20) : First semester .(marks 5) : Daily preparation .(marks 5) : Attendance and commitment within the classroom .(marks 10) Monthly exam .(mark %20) : Chapter Two .(marks 5) : Daily preparation .(marks 5) : Attendance and commitment within the classroom .(marks 10) Monthly exam (points 40) : Annual effort (marks 60) : Final exam (points 100) : Final grade	
Learning and teaching resources –28	
opting modern sources in the	quired textbooks (methodology, if

course field	(applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research reputable and studies within international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name: Information Technology	.210
Journalism Branch / Course Code / Stage Three	.211
Chapter/Year/2025/2026	.212
.Date this description was prepared: 7/9/2025	.213
.(Available attendance forms / Official working hours (regular	.214

Number of study hours (3) / Number of units (2) in the stage .215	
Name of the course coordinator (if there is more than one, please mention it) .216	
Name: M.M. Alaa Moussa Badr Alaam.b@uowasit.edu.iq	
objectives Course .217	
roducing students to the basic concepts related to information, data, and knowledge, - and their importance in modern society elopment of the information revolution and how it affects different Studying the - sectors, such as media, the economy, and education roducing students to the challenges related to the availability of information, its - access it credibility, and the right of individuals to alyzing the characteristics of the information society and how to interact with modern - technological changes dying traditional and digital information sources, and understanding how to evaluate - nal standardsthem according to academic and professio veloping a practical understanding of the components of the Internet, the mechanisms - for connecting to it, and the services it provides alyzing the role of websites and blogs in disseminating knowledge and media and - influence social bling students to search for information across different directories and institutions, - with a focus on search techniques Effective and accurate quoting from sources	
Teaching and learning strategies .218	
uring, presentation, discussion, dialogue, brainstorming, practical Adopting methods of application, and others	strategy

Course structure .26

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Basic concepts of information	As referred to in the previous section, each according to its .content	3	1
Written tests	Presentation – Discussion	Data, information and knowledge	=	3	2
tests Written	Presentation – Discussion	Information revolution	=	3	3
Written tests	Presentation – Discussion	Information problem	=	3	4
Written tests	Presentation – Discussion	Right to information	=	3	5
Written tests	Presentation – Discussion Live – Questioning	Information society	=	3	6
Written tests	Presentation – Discussion	Information pollution	=	3	7
Written tests	Presentation – Discussion	The importance of information and information literacy	=	3	8
Written tests	Presentation – Discussion	The concept of information literacy and the importance of information literacy	=	3	9
Written tests	Presentation – Discussion	Identifying the need for information and its sources	=	3	10
Written tests	Presentation – Discussion	Identifying the need for information, information sources, and information	=	3	11

		institutions			
Written tests	Presentation – Discussion Live – Questioning	Elements and types of information institutions	=	3	12
Written tests	Presentation – Discussion	The Internet and what the Internet is	=	3	13
Written tests	Presentation – Discussion	Internet components, the process of connecting to the Internet , and Internet services	=	3	14
Written tests	Presentation – Discussion	First semester exam	=	3	15
Written tests	Presentation – Discussion	Websites and blogs	=	3	16
Written tests	Presentation – Discussion	Websites: Concept, Types, and Their Media Role	=	3	17
Written tests	Presentation – Discussion Live – Questioning	Blogs: Concept, Types, and Their Media Role	=	3	18
Written tests	Presentation – Discussion	Social media platforms: their concept	=	3	19
Written tests	Presentation – Discussion	Finding information	=	3	20
Written tests	Presentation – Discussion	Research in traditional information institutions	=	3	21
Written tests	Presentation – Discussion	Searching virtual information institutions	=	3	22
Written tests	Presentation – Discussion	Internet search	=	3	23
Written tests	Presentation	Searching the	=	3	24

	– Discussion Live – Questioning	evidence			
Written tests	Presentation – Discussion	Information services and the concept of information services	=	3	25
Written tests	Presentation – Discussion	Information usage calendar	=	3	26
Written tests	Presentation – Discussion	Using information	=	3	27
Written tests	Presentation – Discussion	Quoting from information sources	=	3	28
Written tests	Presentation – Discussion	Information Technology	=	3	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	3	30

Course evaluation	–35
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(the classroom: (5 marks Attendance and commitment within .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (points 100) :Final grade	

Learning and teaching resources –36	
Opting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, ...reports
Official and academic websites related to the course field	Electronic references, websites

description template Course

.219	Course Name: Investigative Journalism
.220	.Course code/Journalism branch/Third stage
.221	.Chapter/Year/2025/2026
.222	.Date this description was prepared: 7/9/2025
.223	Available attendance forms / Official (regular) working hours Interactive online classroom system
.224	Number of units (3) in the stage / (4) Number of study hours
.225	Name of the course coordinator (if there is more than one, .(please mention it
Hamd Jabbar-Name: M. M. Shebat Al	
.226	objectives Course
•	.learners with knowledge of what investigative journalism is To provide – Establishing solid academic traditions in the field of investigative journalism – Preparing a generation of investigative journalists armed with science and – .latory bodiesknowledge to provide assistance to regu .Identifying the skills and knowledge necessary for this type of journalism –

	.Understanding the stages of preparing an investigative report – .Familiarize yourself with the laws and ethics of investigative journalism – - institutions to establish the values of Helping formal and informal – - accountability and work to combat corruption
Teaching and learning strategies .227	
Adopting methods of lecturing, presentation, discussion and dialogue, modern developing media and journalistic skills and using .technologies in education	strategy

Course structure -10					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Definition of investigative journalism	As referred to in the previous section, each according to its .content	4	1
Written tests	Presentation – Discussion	The concept of investigative journalism, its origins and development	=	4	2
Written tests	Presentation – Discussion	The importance of investigative journalism	=	4	3
Written tests	Presentation – Discussion	investigative journalist skills	=	4	4
Written tests	Presentation – Discussion	Investigative reporting jobs	=	4	5
Written tests	Presentation – Discussion Live – Questioning	Knowing how to generate ideas for investigative stories	=	4	6
Written tests	Presentation – Discussion	Formulating and developing the hypothesis	=	4	7
Written tests	Presentation – Discussion	Planning for an investigative report	=	4	8
Written tests	Presentation – Discussion	Comparison of topics for suitable investigative reports	=	4	9
Written tests	Presentation – Discussion	Evidence used in investigative journalism centers	=	4	10
Written tests	Presentation – Discussion	Primary and secondary sources for investigative reports	=	4	11
Written tests	Presentation –	The art of interviewing in	=	4	12

	Discussion Live – Questioning	investigative journalism			
Written tests	Presentation – Discussion	Methods of writing investigative reports	=	4	13
Written tests	Presentation – Discussion	Presenting selected examples of published investigative reports	=	4	14
Written tests	Presentation – Discussion	First semester exam	=	4	15
Written tests	Presentation – Discussion	Legal and ethical aspects of investigative journalism	=	4	16
Written tests	Presentation – Discussion	Methods of tracking public funds	=	4	17
Written tests	Presentation – Discussion Live – Questioning	Methods of detecting corruption and negligence	=	4	18
Written tests	Presentation – Discussion	Using the Internet in Investigative Journalism	=	4	19
Written tests	Presentation – Discussion	Examples of Iraqi investigations	=	4	20
Written tests	Presentation – Discussion	Examples of Arabic investigations	=	4	21
Written tests	Presentation – Discussion	Stages and steps of preparing reports investigative	=	4	22
Written tests	Presentation – Discussion	Features and characteristics of investigative journalism	=	4	23
tests Written	Presentation – Discussion Live – Questioning	Examples of foreign investigative reports	=	4	24

Written tests	Presentation – Discussion	Images and their uses in investigative reporting	=	4	25
Written tests	Presentation – Discussion	The art of writing investigative reports in print journalism	=	4	26
Written tests	Presentation – Discussion	The impact of investigative reports in uncovering corruption and strengthening the democratic process	=	4	27
Written tests	Presentation – Discussion	Professional and ethical standards for investigative journalists	=	4	28
Written tests	Presentation – Discussion	The relationship investigative between journalism and the scientific method	=	4	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	4	30

Course evaluation	-45
.(Chapter One: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks .(Chapter Two: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	

Learning and teaching resources -46

Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites field related to the course	Electronic references, websites

Course description template

English Language /Course Name	.55
Course Code/Phase Three	.56
2026-Semester/Academic Year 2025	.57
2025-9-Date this description was prepared: 7	.58
attendance / (Available attendance methods: Regular (official. Interactive online classroom system when necessary	.59
Number of study hours (2) / Number of units (2) in the stage.	.60
Name of the course coordinator (if there is more than .(one, please mention it	.61
M. Asim Mahdi Radawi	
Course objectives	.62
.Learning English grammar and vocabulary - .To enable the student to speak and communicate in English - tain information from the prescribed textbook and encourage the use of - .appropriate resources .Available online	
Teaching and learning strategies	.63
.Adopting methods of lecturing, presentation, discussion and dialogue	

Course structure -29					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	Introduction to the four skills speaking, listening, writing, and) (reading	As referred to in the previous section, its each according to .content	2	1
Written tests	–Presentation Discussion	Present, past, future p6-8 p6 Questions Where were you born? (p6-8) ?What do you do Questions words Who ... ?, Why ... ?, How ? ...much	=	2	2
Written tests	–Presentation Discussion	Countries • he/she/ they, his/her • Where's he from? have/have got Describing countries Making conversation Asking questions Showing that you're interested	=	2	3
Written tests	–Presentation Discussion	Irregular verbs saw, went, told Making connections Break / mend, lose / find Nouns, verbs, and adjectives Suffixes to make different parts of speech discuss Making negatives	=	2	4
Written tests	–Presentation Discussion	Will Shall going to Rooms and furniture •	=	2	5

		<i>There is/ are •</i> Prepositions • Directions			
Written tests	– Presentation – Discussion Live Questioning	Sports/ Food/ Drinks • <i>Present Simple - I/you/ we/</i> <i>they • a/an</i> Languages and nationalities • Numbers and prices	=	2	6
Written tests	– Presentation Discussion	The time • Present Simple- he/she • <i>always/sometimes/never</i> Words that go together • Days of the week	=	2	7
Written tests	– Presentation Discussion	<i>our/their • Possessive's •</i> The family • <i>has/have •</i> The alphabet I'd like - <i>some/any •</i> In a restaurant • Signs all around	=	2	8
Written tests	– Presentation Discussion	Rooms and furniture • <i>There is/ are •</i> Prepositions • Directions First month exam (first (semester	=	2	9
Written tests	– Presentation Discussion	Saying years • <i>was/were</i> <i>born • Past Simple -</i> <i>irregular verbs • have/do/go</i> • When's your birthday?	=	2	10
Written tests	– Presentation Discussion	Past Simple - regular and irregular • Questions and negatives • Sport and leisure • Going sightseeing	=	2	11
Written tests	– Presentation – Discussion Live Questioning	much and many some and any something, anyone, nobody, everywhere a few, a little, a lot of	=	2	12
Written tests	– Presentation Discussion	I'd like - <i>some/any •</i> In a restaurant • Signs all around	=	2	13
Written tests	– Presentation Discussion	Future plans • Grammar revision Vocabulary revision • Social expressions	=	2	14
Written tests	– Presentation Discussion	First semester/second month exam	=	2	15

Written tests	–Presentation Discussion	Will Shall going to Present continuous	=	2	16
Written tests	–Presentation Discussion	Questions -Negative without question words	=	2	17
Written tests	–Presentation –Discussion Live Questioning	Yes/No questions and short a/an -answers	=	2	18
Written tests	–Presentation Discussion	Adjective + noun Adverbs / never -of frequency sometimes usually always ____ est / ----- er	=	2	19
Written tests	–Presentation Discussion	Jobs and the alphabet - ,game - architect bookseller... - Word formation - death, die - variety, various - Adverbs - mainly, possibly, exactly, - carefully	=	2	20
Written tests	–Presentation Discussion	<i>he/she/it I/you/we/they</i> <i>perfect continuous simple</i> Object pronouns Possessive adjectives	=	2	21
Written tests	–Presentation Discussion	month exam, second First semester	=	2	22
Written tests	–Presentation Discussion	Jobs <i>receptionist, miner, chef</i> Travelling abroad <i>visa, documents</i> Words that go together Verb + complement <i>take responsibility, live abroad</i> Compound nouns <i>post office, headache</i>	=	2	23
Written tests	–Presentation –Discussion Live Questioning	Negative Questions with question - words Past Simple Jobs Travelling abroad Words that go together take responsibility, live abroad	=	2	24

Written tests	–Presentation Discussion	Obligation have (got to) At the doctor's a cold, the 'flu food poisoning a temperature a prescription	=	2	25
Written tests	–Presentation Discussion	Object-subject Negative question	=	2	26
Written tests	–Presentation Discussion	Questions with question words Be+ing	=	2	27
Written tests	–Presentation Discussion	<i>Second month exam, second semester</i>	=	2	28
Written tests	–Presentation Discussion	Will Shall going to Present continuous	=	2	29
		Second semester exam		2	30

Course evaluation –30
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(classroom: (5 marks Attendance and commitment within the .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points
Learning and teaching resources –31

Headway– Intermediate	Required textbooks (methodology, if applicable)
Appropriate resources available online	(sources) Main references
	Recommended supporting books and references (scientific journals, ...reports)
Multiple websites	Electronic references, websites

Course description template

education institutions (academic Review of the performance of higher (program review

Course Description

This course description provides a concise summary of the course's key features and the expected learning outcomes for students, demonstrating available learning opportunities. It whether they have made the most of the .must be linked to the program description

University of Wasit, College of Arts	Educational institution .27
.Media / Public Relations Branch	University Department / .28 Center
Grade 3 –Public Relations Management	Course Name/Code .29

	Programs that he enters .30
	Available forms of attendance .31
2026-Academic year 2025	Semester/Year .32
Q weekly (2)	Total number of study hours .33
2025/10/1	Date this description was prepared .34
Course Objectives .35	
- .principles of public relations To provide learners with knowledge of the	
- .Understanding the administrative policies of public relations	
- .Understanding the methods of public relations management	
- .Understanding public relations techniques	
- n and business Understanding the difference between public administratio	
- .administration	
- .Identifying management objectives	
.Understanding international and foreign media policies for public relations	

Learning outcomes, teaching and learning methods, and assessment .36

Knowledge and understanding -A
.Identifying the objectives of public relations -A1
.Getting acquainted with the subject of public relations functions -A2
.Comparison between public relations methods -A3
.Identifying the term Public Relations Management -A4
expectations towards mastering management efficacy-Developing self -A5
knowledge
specific skills-b) Subject
.Organizing learning for public relations -B1
.Forming a future vision towards building a public relations department -B2
Teaching and learning methods
solving, and discussion-presentation, live questioning, problem Methods of -
(data) into teaching methods what -
Encouraging students to learn independently -
Assessment methods
essay and objective tests, with the instructor observing the learner's activity using
.various methods
Summative assessment) –Formative assessment –Preliminary assessment)
represented in the midterm and final exams
Thinking skills -C
Planning-C1
Organization -Part 2
Monitoring-C3
Calendar -Q4
Teaching and learning methods
Live Questioning –Discussion – Presentation -
regulated learning-self -
Assessment methods
Written tests and observation

General and transferable skills (other skills related to employability and -D
opportunities for students and motivating Providing continuous learning -1
them to pursue them
learning-Structured self -D2
Social Communication -D3
management-Self -D4

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	Introduction to Management: Definition, Management, Division of its Activities, Importance of Management, Is Management a Science or an Art	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentation – Discussion	Administrative jobs	=	2	2
Written tests	Presentation – Discussion	Facility jobs	=	2	3
Written tests	Presentation – Discussion	Job search	=	2	4
Written tests	Presentation – Discussion	Planning jobs	=	2	5
Written tests	Presentation – Discussion – Live – Questioning	Contact function	=	2	6
Written tests	Presentation – Discussion	Calendar function	=	2	7
Written tests	Presentation – Discussion	Organization in public relations	=	2	8
Written tests	Presentation – Discussion	Public Relations Job Descriptions	=	2	9
Written tests	Presentation	Duties and	=	2	10

	– Discussion	responsibilities			
Written tests	Presentation – Discussion	Qualifications for working in public relations	=	2	11
Written tests	Presentation – Discussion Live – Questioning	Leading public relations activities	=	2	12
Written tests	Presentation – Discussion	Communication in Public Relations	=	2	13
Written tests	Presentation – Discussion	Communication techniques in public relations	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Training public relations staff	=	2	16
Written tests	Presentation – Discussion	Motivation in public relations	=	2	17
Written tests	Presentation – Discussion Live – Questioning	Censorship in public relations	=	2	18
Written tests	Presentation – Discussion	Pillars of oversight in public relations	=	2	19
Written tests	Presentation – Discussion	The importance of oversight in public relations	=	2	20
Written tests	Presentation – Discussion	Public Relations Management Level / Improving Effectiveness -Raising Efficiency – Developing Public	=	2	21

		Relations			
tests Written	Presentation – Discussion	The importance of oversight at the organizational level	=		22
Written tests	Presentation – Discussion	The importance of level –community oversight	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Performance measurement	=	2	24
Written tests	Presentation – Discussion	Correction of –deviations/Diagnosis up-Follow –Treatment	=	2	25
Written tests	Presentation – Discussion	Calendar in Public Relations	=	2	26
Written tests	Presentation – Discussion	Areas of evaluation in public relations / Evaluating the effectiveness of public Evaluating –relations the efficiency of public Evaluation –relations tools in public relations	=	2	27
Written tests	Presentation – Discussion	Evaluation methods in public relations	=	2	28
Written tests	Presentation – Discussion	Evaluation techniques in public relations	=	2	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30
Written tests	Live Questioning	The exam	=	2	31

Infrastructure: (5) classrooms, department library, and internet network for .38 faculty	
	:readings Required Basic texts ▪ The course textbook ▪ Other ▪
–	Special requirements (including, for example, workshops, journals, software, and websites

Course description template

Course Name: Qualitative Public Relations	.228
Public Relations Branch / Course Code / Stage Four	.229
Semester/Year/2025/2026	.230
Date this description was prepared: 7/9/2025	.231
.(Available attendance forms / Official working hours (regular	.232
Number of study hours (3) / Number of units (2) in the stage	.233
Name of the course coordinator (if there is more than one, please .(mention it	.234
Name: M.M. Shaimaa Sarhan Muhail shamiaa124@uowasit.edu.iq •	
objectives Course	.235
.To provide learners with knowledge of the concept of qualitative public relations - .Identifying the goals and functions of quality public relations - .Understanding government public relations - .Familiarity with public relations programs in governmental and other institutions- relations, and to develop To introduce students to the fields of media practice and pu - the skills and qualifications that enable students to achieve media development in society s course description provides a concise summary of the course's key features and the ating whether they have made the most expected learning outcomes for students, demo .of the available learning opportunities. It must be linked to the program description equip the student with the most important perceptions and concepts in the field of - .public relations	
learning strategies Teaching and	.236
pting methods of lecturing, presentation, discussion, dialogue, brainstorming, practical	strategy

.application, and others

Course structure -10

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	The concept of qualitative public relations	As referred to in the previous section, each according to its .content	3	1
Written tests	Presentation – Discussion	Definition of qualitative public relations	=	3	2
Written tests	Presentation – Discussion	Qualitative Public - Relations Practices The Relationship of Qualitative Public Relations to Other Communication Styles	=	3	3
Written tests	Presentation – Discussion	Public relations and building a national image in the age of globalization	=	3	4
Written tests	Presentation – Discussion	The Age of Globalization	=	3	5
Written tests	Presentation – Discussion Live – Questioning	Media globalization	=	3	6
Written tests	Presentation – Discussion	Public relations and national building a image	=	3	7
Written tests	Presentation – Discussion	Public relations functions at the national level and its national image	=	3	8
Written tests	Presentation – Discussion	Objectives of public relations activity during emergencies or crises	=	3	9
Written tests	Presentation	Media and the	=	3	10

	– Discussion	construction of national image			
Written tests	Presentation – Discussion	The impact of communication media on deepening the negative image of –Arabs and Muslims Benefits of using Types of – models A public –models relations model for building a positive national image of the state	=	3	11
tests Written	Presentation – Discussion Live – Questioning	Designing a government public relations program in Iraq	=	3	12
Written tests	Presentation – Discussion	The Importance of Government Public Relations in the Modern Era / Functions of Government Public –Relations Objectives of Government Public Effects of –Relations Government Public –Relations Characteristics of Government Public –Relations in Iraq cteristics of Chara Government Public Relations during the –Monarchy Characteristics of Government Public Relations during the –Republic Characteristics of Government Public	=	3	13

		Relations after the -Coup 1968 Characteristics of an Effective Public -am Relations Progr A Proposed Program for Government Public Relations in Iraq (Program Introduction -Preamble" " Preparing a Comprehensive -Program Plan Program -Development Program -Implementation) Program Evaluation			
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Written tests	Presentation – Discussion	Marketing Other –Political Culture The Concept of - Political Culture The Basic Values that Constitute the Content of Political Sources of –Culture –Political Culture The Concept of Television Discourse Characteristics of – The Most –Discourse t Features of Importan Contemporary Television Discourse Functions of – Television Discourse –in the Modern Era Main Types of Television Discourse The Concept of / International Directed Television Types of –Channels International Directed Television Terms of Channels in Source and –Representing Entity Official International Directed Television –Channels: Unofficial International Directed Television Channels: Forms of Directed Television –Channels International Directed Television Channels for Political paganda and Pro Purposes:	=	3	14
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		International Directed Television Channels for Commercial –Purposes: Objectives of International Directed Television Channels at the Level of International Policy in Times of Objectives of –Peace International Directed Television ls at the Level Channe of International Policy in Times of Functions and –War Services of International Directed Television –Channels International Television Channels Directed to the Arab Persuasion –Viewer Tactics in American Television Discourse the Arab Directed to Viewer via Alhurra Reasons –Channel for the Existence of Television Discourse Your order is brilliant, as represented by what we see on Alhurra TV .			
Written tests	Presentation – Discussion	First semester exam	=	3	15
Written tests	Presentation – Discussion	The American public relations campaign against terrorism is a	=	3	16

		key feature of the American strategy in its campaign against terrorism			
Written tests	Presentation – Discussion	The concept of terrorism	=	3	3
Written tests	Presentation – Discussion Live – Questioning	The concept of political commentary	=	3	3
Written tests	Presentation – Discussion	The importance of public relations in the political field Public relations in the political sphere and the laws of public opinion	=	3	3
Written tests	Presentation – Discussion	Public relations agencies in the US government	=	3	3
tests Written	Presentation – Discussion	Public relations and its impact on raising awareness of human rights in Iraq	=	3	3
Written tests	Presentation – Discussion	The role of public relations in promoting human rights	=	3	3
Written tests	Presentation – Discussion	Public relations programs for international organizations	=	3	3
Written tests	Presentation – Discussion Live – Questioning	Quality campaigns for quality relations electronically (global (experiences (practical applications	=	3	3
Written tests	Presentation – Discussion	Public relations applications in some fields	=	3	3
Written tests	Presentation –	Public relations in higher education	=	3	3

	Discussion				
Written tests	Presentation – Discussion	Public relations in the sector youth	=	3	3
Written tests	Presentation – Discussion	and peaceful relations coexistence	=	3	3
Written tests	Presentation – Discussion	Public relations and the privatization system Public relations during elections	=	3	3
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30

Course evaluation –37	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –38	
Opting modern sources in the course field	Required textbooks (methodology, if (applicable
references in Reliance on general the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Press Release /Course Name	.237
Stage Four / Journalism Branch / Course Code	.238
Semester/Year/2025/2026	.239
2025/9/7 :Date this description was prepared	.240
.(working hours (regular Available attendance forms / Official	.241

Number of study hours (2) Number of units 2 .242					
Name of the course coordinator (if there is more than one, .243 					

	discussion	stages His development in journalism			
Tests Editorial	Presentation and discussion	Technical principles of advertising design	=	2	3
Tests Editorial	Presentation and discussion	Using technology in advertising	=	2	4
Tests Editorial	Presentation and discussion	Advertising ethics	=	2	5
Tests Editorial	Presentation and discussion	–Verbal and non verbal symbols in advertising	=	2	6
Tests Editorial	Presentation and discussion	Special elements in preparing a media message	=	2	7
Tests Editorial	Presentation and discussion	Psychological aspects of advertising	=	2	8
Tests Editorial	Presentation and discussion	Advertising and Marketing	=	2	9
Tests Editorial	Presentation	Advertising	=	2	10

	and discussion	campaigns			
Tests Editorial	Presentation and discussion	Advertising and audience categories	=	2	11
Tests Editorial	Presentation and discussion	Measuring the impact of on the advertising public	=	2	12
Tests Editorial	Presentation and discussion	Examples of consumer advertising behavior	=	2	13
Tests Editorial	Presentation and discussion	Job functions and objectives of the advertisement	=	2	14
Tests Editorial	Presentation and discussion	First semester exam	=	2	15
Tests Editorial	Presentation and discussion	Types of press advertisements	=	3	16
Tests Editorial	Presentation and discussion	The media and its relationship to advertising	=	2	17
Tests	Presentation	Advertising	=	2	18

Editorial	and discussion	promotion			
Tests Editorial	Presentation and discussion	Advantages and disadvantages of advertising in journalism	=	2	19
Tests Editorial	Presentation and discussion	Advertising techniques in journalism	=	2	20
Tests Editorial	Presentation and discussion	The impact of advertising on financing	=	2	21
Tests Editorial	Presentation and discussion	Advertising on the Internet	=	2	22
Tests Editorial	Presentation and discussion	Key differences between advertising in newspapers and on the internet	=	2	23
Tests Editorial	Presentation and discussion	Stages of preparing and designing advertisements in journalism	=	3	24
Tests Editorial	Presentation and discussion	Stages of producing an online advertisement	=	3	25
Tests Editorial	Presentation and	Preparing and	=	3	27

	discussion	editing advertisements in the press			
Tests Editorial	Presentation and discussion	Advertising strategies in the press	=	3	28
Tests Editorial	Presentation and discussion	Factors affecting the size of the advertisement	=	3	29
Tests Editorial	Presentation and discussion	Second semester exam	=	3	30

Course evaluation .3

(marks Chapter One: (20
(Daily preparation: (5 points
,(Daily attendance and commitment within the classroom (5 marks
(Monthly exam (10 marks
(Chapter Two: (20 marks
(Daily preparation: (5 points
,(Daily attendance and commitment within the classroom (5 marks
(marks 10) Monthly exam
(Annual effort. (40 points
(Final exam. (60 marks
(Final grade (100 points

Learning and teaching resources .4

posing modern sources in the course field	(Required textbooks (methodology, if applicable
most important references Selecting the in the course field	(Main references (sources
Selecting the most important recent studies from international and Arab journals that fall within reputable rankings	Recommended supporting books and (...references (scientific journals, reports

official and academic websites in the field The course	references, websites Electronic
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Course description template

Course Name: Propaganda and Psychological Warfare	.247
Course Code/Phase Four, Journalism Branch	.248
.Chapter/Year/2025/2026	.249
.description was prepared on 7/9/2025 This	.250
.(Available attendance forms / Official working hours (regular	.251
Number of study hours (2) / Number of units (2) in the stage	.252
Name of the course coordinator (if there is more than one, .(please mention it	.253
Name: Dr. Lama Mutair Hassan lmuteer@uowasit.edu.iq	
objectives Course	.254
• .Teaching the basics of rumors, propaganda, and psychological warfare	-
veloping the student's ability and knowledge of the laws that pertain to	-

	.his future field of work .to media ethics standards Adherence – equip the student with the most important concepts and ideas in the – .field of propaganda and psychological warfare entifying the most important Iraqi laws related to the field of advertising – erent peoples in the field of Understanding the experiences of – propaganda and psychological warfare
Teaching and learning strategies .255	
opting methods of lecturing, presentation, discussion and logue, and adopting the most important experiences and charters .propaganda and psychological warfare related to	strategy

Course Structure-10					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	A historical introduction to propaganda	As referred to in the previous section, each according to .its content	2	1
Written tests	Presentation – Discussion	The concept of propaganda and its definitions	=	2	2
Written tests	Presentation – Discussion	The psychological foundations of propaganda	=	2	3
Written tests	Presentation – Discussion	Communication aspects of advertising	=	2	4
Written tests	Presentation – Discussion	Propaganda principles and general guidelines	=	2	5
Written tests	Presentation – Discussion Live – Questioning	Laws and objectives of advertising	=	2	6

Written tests	Presentation – Discussion	Advertising is categorized according to multiple criteria (types of advertising)	=	2	7
Written tests	Presentation – Discussion	Persuasive techniques in advertising	=	2	8
Written tests	Presentation – Discussion	in Persuasion propaganda	=	2	9
Written tests	Presentation – Discussion	Propaganda and propaganda-counter	=	2	10
Written tests	Presentation – Discussion	Propaganda and its relationship to other communication patterns	=	2	11
Written tests	Presentation – Discussion Live – Questioning	political propaganda	=	2	12
Written tests	Presentation – Discussion	Propaganda and crises	=	2	13
Written tests	Presentation – Discussion	Propaganda techniques	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Historical references to psychological warfare	=	2	16
Written tests	Presentation – Discussion	The concept of psychological warfare and its definitions	=	2	17
Written tests	Live Questioning	Psychological warfare tactics	=	2	18
Written tests	Presentation – Discussion	The psychological foundations of psychological warfare	=	2	19
tests Written	Presentation – Discussion	Methods and objectives of	=	2	20

		psychological warfare			
Written tests	Presentation – Discussion	Psychological warfare in World War I	=	2	21
Written tests	Presentation – Discussion	Psychological warfare in World War II	=	2	22
tests Written	Presentation – Discussion	Psychological warfare in the Cold War	=	2	23
Written tests	Presentation – Discussion Live – Questioning	The relationship of psychological warfare to other patterns of psychological treatment	=	2	24
tests Written	Presentation – Discussion	Psychological warfare accompanying military conflicts	=	2	25
Written tests	Presentation – Discussion	Psychological warfare and its relationship to propaganda	=	2	26
Written tests	Presentation – Discussion	Psychological warfare, brainwashing, and ideological conversion	=	2	27
Written tests	Presentation – Discussion	Psychological propaganda, ,warfare and clandestine broadcasts	=	2	28
Written tests	Presentation – Discussion	Psychological warfare and political poisoning	=	2	29
tests Written	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30

Course evaluation	–39
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks	

.(Monthly exam (10 marks
.(Chapter Two: (20% mark
.(Daily preparation: (5 marks
.(the classroom: (5 marks Attendance and commitment within
.(Monthly exam (10 marks
(Annual effort: (40 points
(Final exam: (60 marks
(Final grade: (100 points

Course description template

Course Name: Electronic Journalism	.256
Journalism Branch / Course Code / Stage Four	.257
Semester/Year/2025/2026	.258
.Date this description was prepared: 7/9/2025	.259
.(Available attendance forms / Official working hours (regular	.260
Number of study hours (2) / Number of units (2) in the stage	.261
than one, please Name of the course coordinator (if there is more	.262
.(mention it	
Name: M.M. Mustafa Ali Abdullah	
Mustafa@uowasit.edu.iq	
objectives Course	.263
Introducing students to the basic concepts of electronic journalism -	
nalism, its features, characteristics, and how it differs from Understanding electronic -	
print journalism	
ching students how to deal with electronic journalism and how to obtain accurate -	
.news from it	
ther methodsAnalyzing the characteristics of this method and how it differs from o -	
Studying writing styles in electronic journalism -	

.Studying the level of public exposure to this medium and interaction with it -

Teaching and learning strategies .264

adopting methods of lecturing, presentation, discussion, dialogue
.brainstorming, practical application, and others

strategy

Course structure .39

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	publishing Electronic concept and – features	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentation – Discussion	Forms of electronic publishing	=	2	2
Written tests	Presentation – Discussion	The effects of electronic publishing on Arab wisdom	=	2	3
Written tests	Presentation – Discussion	The electronic transformation of journalism	=	2	4
Written tests	Presentation – Discussion	The concept and definition of electronic journalism	=	2	5
Written tests	Presentation – Discussion Live – Questioning	The emergence and development of electronic journalism	=	2	6
Written tests	Presentation – Discussion	Types of electronic journalism	=	2	7
Written tests	Presentation – Discussion	Characteristics and advantages of electronic journalism	=	2	8
Written tests	Presentation – Discussion	Disadvantages of online journalism	=	2	9
Written tests	Presentation – Discussion	Determinants of the success and challenges of online journalism	=	2	10
Written tests	Presentation – Discussion	Challenges facing online journalism	=	2	11
Written tests	Presentation – Discussion	Determinants of the relationship between	=	2	12

	Discussion Live – Questioning	print and electronic journalism			
Written tests	Presentation – Discussion	News networks	=	2	13
Written tests	Presentation – Discussion	Professional online standards in journalism	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Features of an electronic newspaper design	=	2	16
Written tests	Presentation – Discussion	Website building requirements	=	2	17
Written tests	Presentation – Discussion Live – Questioning	Types and categories of websites	=	2	18
Written tests	Presentation – Discussion	Electronic journalism in the Arab world	=	2	19
Written tests	Presentation – Discussion	journalism Electronic in Iraq	=	2	20
Written tests	Presentation – Discussion	Virtual communities: an approach to the concept	=	2	21
Written tests	Presentation – Discussion	social media sites	=	2	22
Written tests	Presentation – Discussion	A lab for creating Facebook , Twitter , and YouTube pages and uploading their .content	=	2	23
Written tests	Presentation – Discussion Live – Questioning	Planning for an online newspaper or news website project	=	2	24
Written tests	Presentation	Discussion of news	=	2	25

	– Discussion	stories written and edited by students on the website			
Written tests	Presentation – Discussion	Multimedia News Editing Lab	=	2	26
Written tests	Presentation – Discussion	Media applications on mobile phones	=	2	27
Written tests	Presentation – Discussion	Student analysis lab, news sites	=	2	28
Written tests	Presentation – Discussion	A multimedia reporting lab publishes on the .website	=	2	29
Written tests	Presentation – Discussion Live – Questioning	Second semester exam	=	2	30

Course evaluation –40	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(marks Daily preparation: (5 .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –41	
Opting modern sources in the course field	Required textbooks (methodology, if (applicable
Reliance on general references in	(Main references (sources

the course field	
Adoption of recent research reputable and studies within international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Language Applications :Course Name .265					
Four Phase /Course Code .266					
2026–2025 /Semester/Year .267					
Date this description was prepared: 7/9/2025 .268					
.Available attendance options: Regular working hours .269					
number of units (2) ,Number of study hours: (2) hours .270					
,Name of the course coordinator (if there is more than one .271 :(please state					
Qarahghuli-Dr. Rafal Hadi Mahdi Al rhadi@uowasit.edu.iq					
objectives Course .272					
• Understanding the subtle differences between media from a linguistic perspective and the characteristics of each medium Students on how to utilize the characteristics of media language Training and to consider each media outlet Developing general language skills through application to media texts Knowing the ways to avoid common linguistic errors in the media					
learning strategies Teaching and .273					
Live questioning –Discussion –Presentation regulated learning					strategy
Course structure .274					
Evaluation Method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Tests of all kinds	presentation	duction to the Arabic	ferred to in the previous	2	1
Written tests	Discussion	Language	on, each according to its	2	2

Written tests	presentation	Journalistic language	.content	2	3
Written tests	Discussion	characteristics of journalistic	=	2	4
Written tests	presentation	language	=	2	5
Written tests	Discussion	methods used in	=	2	6
Written tests	presentation	journalistic language	=	2	7
Written tests	Discussion	practical application	=	2	8
Written tests	presentation	Radio language	=	2	9
Written tests	Discussion	advantages of radio language	=	2	10
Written tests	Presentation,	TV language	=	2	11
tests Written	ession, live	Advertising language	=	2	12
Written tests	questioning	Advertising The evolution of	=	2	13
Written tests	presentation	language	=	2	14
Written tests	Discussion	Internet language	=	2	15
	presentation	common mistakes in website	=	2	16
Written tests	Discussion	language	=	2	17
Written tests	presentation	Examples of media texts	=	2	18
Written tests	Discussion	drawing upon texts from the	=	2	19
Written tests	presentation	Holy Quran and poetry	=	2	20
Written tests	Discussion	First semester exam	=	2	21
Written tests	presentation	Linguistic contrast	=	2	22
Written tests	Discussion	Common word	=	2	23
Written tests	presentation	Common linguistic errors	=	2	24
Written tests	-Discussion	Errors in numbers	=	2	25
Written tests	Questioning	Applications in the number	=	2	26
Written tests	presentation	use of numbers in	=	2	27
Written tests	Discussion	journalistic texts	=	2	28
Written tests		biased words	=	2	29
Written tests	presentation	neutrality in media language	=	2	30
Written tests	Discussion	Meanings of prepositions	=	2	
Written tests	presentation	Uses of prepositions	=	2	
tests Written	Discussion	Applications of prepositions		2	
	presentation	examples of common			
	Discussion	mistakes			
	presentation	media texts and their			
	-Discussion	grammatical, semantic			
	Questioning	spelling analysis			
	presentation	Applications of media texts			
	Discussion				
	presentation	The exam			
	Discussion				
	presentation				

	Discussion resentation				
	Discussion resentation				
	Discussion A –Delivery interrogation discussion resentation				
	Discussion resentation P				
	Discussion resentation				
	Discussion resentation				
	Discussion resentation				
	Discussion				

Course evaluation .275

First semester: (twenty marks), daily preparation: 8 marks + daily exams: 2 marks + monthly .exam: 10
Chapter Two : (Twenty marks), Daily preparation: 8 marks + Daily exams: 2 marks + Monthly .exam: 10
(marks Final (written) exam: (60
.(Final grade: (100 points

Learning and teaching resources .276

	(Required textbooks (methodology, if applicable
	(Main references (sources
	Recommended supporting books and (...references (scientific journals, reports
	websites ,Electronic references

Course description template

Course Name: International Public Relations .277

Course Code / Stage Four / Public Relations Branch	.278
.Term/Academic Year 2025/2026	.279
.Date this description was prepared: 7/9/2025	.280
Regular attendance (formal) / Interactive :Available attendance methods online classroom system, field visits	.281
Number of study hours (2) / Number of units (2) in the stage	.282
Name of the course coordinator (if there is more than one, please (mention it	.283
Waili-Abdul Hussein Saad Al Name: M. Raed Abdul Kadhim raedalwaili@uowasit.edu.iq	
objectives Course	.284
- To become familiar with the basic concepts and modern theories in international politics - To equip the student with the most important modern perceptions and concepts for the publication of journalistic arts to international public relations - Obtaining information and ideas from primary public relations sources	
Teaching and learning strategies	.285
adopting Adopting methods of lecturing, presentation, discussion, and dialogue, and advanced programs in content creation and developing media and journalistic skills for public relations practitioners	

Course Structure .11

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	A brief history of international public relations	As referred to in the previous section, each according to its .content	2	1
Written tests	Presentation – Discussion	Distinguishing between international public relations and domestic public relations	=	2	2
Written tests	Presentation – Discussion	The concept of international public relations	=	2	3
Written tests	Presentation – Discussion	Objectives of International Public Relations	=	2	4
Written tests	Presentation – Discussion	International Public Relations Jobs	=	2	5
Written tests	Presentation – Discussion Live – Questioning	The importance of international public relations	=	2	6
tests Written	Presentation – Discussion	International Public Relations Techniques	=	2	7
Written tests	Presentation – Discussion	International political communication	=	2	8
Written tests	Presentation – Discussion	Public relations in international conflicts	=	2	9
Written tests	Presentation – Discussion	Modern concepts in protocol management	=	2	10
Written tests	Presentation – Discussion	Rules of protocol in international public relations	=	2	11
Written tests	Presentation –	International	=	2	12

	Discussion Live – Questioning	Conferences and Meetings Industry			
Written tests	Presentation – Discussion	Language and terminology of international public relations	=	2	13
Written tests	Presentation – Discussion	Analysis of local and international experiences	=	2	14
Written tests	Presentation – Discussion	First semester exam	=	2	15
Written tests	Presentation – Discussion	Chapter Two	=	2	16
Written tests	Presentation – Discussion	Communication methods in international public relations	=	2	17
Written tests	Live Questioning	International Public Relations Audience	=	2	18
Written tests	Presentation – Discussion	relations is a public tool of foreign policy	=	2	19
Written tests	Presentation – Discussion	The approach of public diplomacy in international public relations	=	2	20
Written tests	Presentation – Discussion	International institutions and their impact on the development of international public relations	=	2	21
Written tests	Presentation – Discussion	The importance of public relations in foreign missions	=		22
Written tests	Presentation – Discussion	The importance of international relations activities	=	2	23
Written tests	Presentation – Discussion Live –	The role of international public relations in influencing global	=	2	24

	Questioning	public opinion			
Written tests	Presentation – Discussion	Characteristics of effective international communication in international public relations	=	2	25
Written tests	Presentation – Discussion	International media legislation	=	2	26
tests Written	Presentation – Discussion	The relationship between international media organizations	=	2	27
Written tests	Presentation – Discussion	The role of international public relations in shaping stereotypes	=	2	28
Written tests	Presentation – Discussion	The importance of cultural and archival supplements	=	2	29
Written tests	Presentation – Discussion Live – Questioning	The impact of on globalization international public relations	=	2	30
Written tests	Presentation – Discussion Live – Questioning	The role of specialized institutes in preparing personnel for overseas work	=	2	31
		Hosted by the Foreign Service Institute	=		32
		Second semester exam			

Course evaluation	-47
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(preparation: (5 marks Daily .(Attendance and commitment within the classroom: (5 marks	

(Monthly exam (10 marks

(Annual effort: (40 points

(Final exam: (60 marks

(Final grade: (100 points

Learning and teaching resources –48

Adopting modern sources in the course field	(if applicable ,Required textbooks (methodology
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and within reputable international studies and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

English Language /Course Name	.64
Four Course Code/Phase	.65
2026-Semester/Academic Year 2025	.66
2025-9-Date this description was prepared: 7	.67
Available attendance methods: Regular (official) attendance / Interactive online classroom system when necessary	.68
in the stage (Number of study hours (2) / Number of units (2	.69
Name of the course coordinator (if there is more than one, please .(mention it Prof. Dr. Abbas Salim Zidane	.70
Course objectives	.71
The student becomes familiar with the theoretical material given to him and is	-1 -
.models given more examples and	
verifying modern theories in light of the development of linguistics; discussing	-2 -
modern theories in light of the development of linguistics	
Discussing modern theories in light of the development of linguistics	-3 -
strategies Teaching and learning	.72

Live Questioning –Discussion –Presentation
Incorporating the use of educational technology (data – regulated learning-self
projectors) or electronic platforms into teaching methods

Course structure -32

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	Unit One Auxiliary verbs	As referred to in the previous section, each according to its .content		1
Written tests	–Presentation Discussion	Unit One Simple past and continuous	=		2
Written tests	–Presentation Discussion	Unit One Interrogative Question words	=		3
Written tests	–Presentation Discussion	Unit One Interrogative Auxiliary verbs short answer	=		4
Written tests	–Presentation Discussion	Unit One Simple present and continuous	=		5
Written tests	–Presentation –Discussion Live Questioning	Unit Two Passive voice	=		6
Written tests	–Presentation Discussion	Unit Two Numbers and date	=		7
Written tests	–Presentation Discussion	Unit Two Words that go together	=		8

Written tests	–Presentation Discussion	Unit Three Past perfect tense and simple past	=		9
Written tests	–Presentation Discussion	Unit Three Passive in past	=		10
Written tests	–Presentation Discussion	Simple past and past continuous	=		11
Written tests	–Presentation –Discussion Live Questioning	Unit Four Collection of words	=		12
Written tests	–Presentation Discussion	Unit Four Giving opinion	=		13
Written tests	–Presentation Discussion	Unit Four Obligation and permission Should, must	=		14
Written tests	–Presentation Discussion	First semester exam	=		15
Written tests	–Presentation Discussion	Unit Five Future form	=		16
Written tests	–Presentation Discussion	Unit Five Present continuous Adjective of seasons	=		17
Written tests	–Presentation –Discussion Live Questioning	Unit Five Revision /Will +going to	=		18
Written tests	–Presentation Discussion	Unit Six Question with like	=		19
Written tests	–Presentation Discussion	Six Unit Present perfect and past Simple, since-for	=		20
Written tests	–Presentation Discussion	Unit Seven Phrasal verbs	=		21
Written tests	–Presentation Discussion	Seven Unit conditional	=		22
Written tests	–Presentation Discussion	Unit Eight Time clauses	=		23
Written tests	–Presentation –Discussion Live Questioning	Unit Eight Verb patterns	=		24
Written tests	–Presentation Discussion	Unit Nine Modal verbs Must have + could have Present perfect continuous	=		25
Written tests	–Presentation Discussion	Unit Nine time expression Compound nouns quantity	=		26
Written tests	–Presentation Discussion	Unit Ten Indirect question	=		27

Written tests	–Presentation Discussion	Unit Ten Question tag Reported speech	=		28
Written tests	–Presentation Discussion	Unit Ten Correcting mistakes	=		29
		Second semester exam			30

Course evaluation	–33
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	

teaching resources Learning and –34	
New Head way plus –intermediate students book with key-John and Liz Soars	quired textbooks (methodology, if (applicable
New Head way series -Oxford university	(Main references (sources
	Recommended supporting books and scientific journals,) references (...reports
YouTube, English www.learning	Electronic references, websites

Course description template

Course Name/Advertisement Design	.286
Relations Branch Public / Course Code / Stage Four	.287
Semester/Year/2025/2026	.288
.Date this description was prepared: 7/9/2025	.289

.290 (Available attendance forms / Official working hours (regular	
.291 Number of study hours (3) / Number of units (2) in the stage	
.292 if there is more than one, please) Name of the course coordinator (mention it	
Name: M.M. Murtadha Salal Naama Mortaza140@uowasit.edu.iq	
.293 objectives Course	
- Understanding the concept and importance of advertising design - advertising design To be able to acquire and develop skills in the field of - Understanding the artistic templates of advertisements	
.294 Teaching and learning strategies	
apting methods of lecturing, presentation, discussion, dialogue, brainstorming, .practical application, and others	strategy

structure Course .40					
Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	The concept and components of advertising and the concept of .design Principles of advertising design and requirements for effective design	As referred to in the previous section, each according to its .content	3	1
Written tests	–Presentation Discussion	Advertisement design steps / Psychological aspects In advertising design	=	3	2
Written tests	–Presentation Discussion	.advertising design are employed in Using emotions in advertising design	=	3	3
Written tests	–Presentation Discussion	psychological factors in advertising	=	3	4

		design Print advertisements and how to design them			
Written tests	–Presentation Discussion	design / Editorial Space advertising advertising design	=	3	5
Written tests	–Presentation –Discussion Live Questioning	Financial Ad Design / Classified Ad Design	=	3	6
Written tests	–Presentation Discussion	TV commercials and how to design design them / Direct advertising	=	3	7
Written tests	–Presentation Discussion	Dramatic advertising design / Advertising design through product display	=	3	8
Written tests	–Presentation Discussion	Reminder ad design / Dialogue ad design	=	3	9
Written tests	–Presentation Discussion	Types of radio advertisements and how to design them / Designing the up advertisement–pop	=	3	10
Written tests	–Presentation Discussion	Direct ad design / Chat ad design	=	3	11
Written tests	–Presentation –Discussion Live Questioning	Program Ad Design / Types of Online Ads And how to design it	=	3	12
Written tests	–Presentation Discussion	How to design advertising content and its types / Advertising design and production theories	=	3	13
Written tests	–Presentation Discussion	Theory / Moderate Traditional Theory / Modern Theory	=	3	14
Written tests	–Presentation Discussion	First semester exam	=	3	15
tests Written	–Presentation Discussion	Objectives of advertising design / Advertising design methods	=	3	16
Written tests	–Presentation Discussion	Advertising design functions / Influences that affect advertising design	=	3	17
tests Written	–Presentation –Discussion Live Questioning	Advertising concept / Specifications of the advertising concept	=	3	18

Written tests	–Presentation Discussion	Advertising Editing: Basic Advertising Editing Formulas and Their Application in Advertising Design	=	3	19
Written tests	–Presentation Discussion	Designing the advertising storyboard / Photography the advertisement	=	3	20
Written tests	–Presentation Discussion	Designing and producing television and print advertisements: Elements of the advertisement and how to design them	=	3	21
Written tests	–Presentation Discussion	Designing the main headline and subheadings Colors and their in advertising design purpose Words and sentences	=	3	22
Written tests	–Presentation Discussion	Logos, signs, and symbols Advertising images: their types and sources	=	3	23
Written tests	–Presentation –Discussion Live Questioning	Considerations and rules to follow advertising image design / in Advertising image design and its usage principles	=	3	24
Written tests	–Presentation Discussion	Key features of advertising image design: Employing cultural elements of advertising in design	=	3	25
Written tests	–Presentation Discussion	Considering cultural values in advertising design / Methods and styles used in designing the advertising concept	=	3	26
Written tests	–Presentation Discussion	Advertising design strategy / maintenance Business relationship strategy	=	3	27
Written tests	–Presentation Discussion	led change strategy / –Information led change strategy–Emotion	=	3	28
Written tests	–Presentation Discussion	Factors affecting the preparation, design, and production of an advertisement / Problems encountered in advertisement design	=	3	29

		Second semester exam		3	30
Course evaluation -42					
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(marks Attendance and commitment within the classroom: (5 .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points					
Learning and teaching resources -43					
Adopting modern sources in the course field	quired textbooks (methodology, if (applicable				
Reliance on general references in the course field	(Main references (sources				
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and scientific journals,) references (...reports				
Official and academic websites related to the course field	Electronic references, websites				

Course description template

.Specialized Journalism -Name: Journalistic Editing Course	.295
Course Code / Stage Four / Journalism Branch	.296

. Year 2025/2026 Academic /	.297
.2025/9/7 :Date this description was prepared	.298
Available attendance forms / Official (regular) working hours	.299
in the stage (3) Number of study hours (4) / Number of units	.300
Name of the course coordinator (if there is more than one, please	.301
.(mention it	
Name: Muntazer Khaled Aboud	
objectives Course	.302
.journalistic arts Acquiring knowledge in the field of specialized – Introducing learners to the forms and types of newspapers and magazines in – .specialized journalism .Enabling learners to write various types of specialized journalistic writing – of journalistic writing in the field Enabling learners to understand the forms and styles – of specialized journalism	
Teaching and learning strategies	.303
Adopting methods of lecturing, presentation, discussion, dialogue, practical and field development of training, and adopting advanced programs in content creation and the .media and journalistic skills	

Course structure .41

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Written tests	Presentation – Discussion	of specialized The concept journalism: its origins and development	As referred to in the previous section, each according to .its content	4	1
Written tests	Presentation – Discussion	The importance of specialization in journalistic institutions	=	4	2
Written tests	Presentation – Discussion	Objectives of specialized journalism	=	4	3
Written tests	Presentation – Discussion	Specialized journalism jobs	=	4	4
Written tests	Presentation – Discussion	Elements of specialized journalism	=	4	5
Written tests	Presentation – Discussion Live – Questioning	The reference point for its specialized journalism in handling of the event	=	4	6
Written tests	Presentation – Discussion	Characteristics and structure of a specialized media team	=	4	7
Written tests	Presentation – Discussion	Characteristics of the audience of specialized journalism	=	4	8
Written tests	Presentation – Discussion	Rules and effectiveness of specialized journalism	=	4	9
Written tests	Presentation – Discussion	Elements of specialized journalism: their advantages and disadvantages	=	4	10

Written tests	Presentation – Discussion	Requirements for a successful media professional	=	4	11
Written tests	Presentation – Discussion Live – Questioning	The concept of specialized journalism	=	4	12
Written tests	Presentation – Discussion	Motives for establishing newspapers specialized	=	4	13
Written tests	Presentation – Discussion	Levels of specialized journalism and methods of treatment	=	4	14
Written tests	Presentation – Discussion	First semester exam	=	4	15
Written tests	Presentation – Discussion	selection Image and headline in specialized journalism	=	4	16
Written tests	Presentation – Discussion	Islamic and political journalism	=	4	17
Written tests	Presentation – Discussion Live – Questioning	Sports journalism	=	4	18
Written tests	Presentation – Discussion	National and religious minority press	=	4	19
Written tests	Presentation – Discussion	feminist journalism	=	4	20
Written tests	Presentation – Discussion	partisan press	=	4	21
Written tests	Presentation – Discussion	sensationalist and tabloid newspapers	=	4	22
Written tests	Presentation	Specialized journalism during	=	4	23

	– Discussion	disasters and crises			
Written tests	Presentation – Discussion Live – Questioning		=	4	24
Written tests	Presentation – Discussion	Scientific, technological, and educational journalism Specialized coverage of terrorism and crime issues	=	4	25
Written tests	Presentation – Discussion	Writing for specialized children's journalism	=	4	26
Written tests	Presentation – Discussion	Satirical journalism and caricature	=	4	27
Written tests	Presentation – Discussion	Specialized electronic journalism	=	4	28
Written tests	Presentation – Discussion	The relationship between print journalism and online journalism	=	4	29
Written tests	Presentation – Discussion Live – Questioning	semester exam Second	=	4	30

Course evaluation	–49
.(Chapter One: (20% mark .(Daily preparation: (3 marks .(Attendance and commitment within the classroom: (2 marks .(Monthly exam (15 marks	

.(mark %20) :Chapter Two
 .(Daily preparation: (3 marks
 .(Attendance and commitment within the classroom: (2 marks
 .(Monthly exam (15 marks

(Annual effort: (40 points
 (Final exam: (60 marks
 (Final grade: (100 points

Learning and teaching resources –50

opting modern sources in the course field	(textbooks (methodology, if applicable Required
Reliance on general references in the course field	(Main references (sources
recent research and Adoption of studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
Official and academic websites related to the course field	Electronic references, websites

Course description template

Course Name/Journalistic Production	.304
Course Code / Stage Four / Journalism Branch	.305
.Term/Academic Year 2025/2026	.306
.Date this description was prepared: 7/9/2025	.307
Available attendance methods: Regular (formal) attendance / Interactive online classroom system	.308
Number of units (2) in the stage / (Number of study hours (3	.309
Name of the course coordinator (if there is more than one, please .(mention it	.310
Name: M.M. Baraa Karim Khleibes	
objectives Course	.311
.Identifying the basic units for producing a newspaper -1 .typographic elements in journalistic production Identifying the -2 .Getting acquainted with image processing programs -3	
Teaching and learning strategies	.312
solving, and discussion-Methods of presentation, live questioning, problem - (online platforms data) into teaching methods Show (or - Encouraging students to learn independently	

Course Structure .10

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	Week
Evaluation Method	Teaching method	Unit/Course or Topic Name	As referred to in the previous section, each according to its .content	3	1
Written tests	–Presentation Discussion	The concept of journalistic production and its development	=	3	2
Written tests	–Presentation Discussion	Functions and characteristics of journalistic production	=	3	3
Written tests	–Presentation Discussion	The technical foundations of journalistic production	=	3	4
Written tests	–Presentation Discussion	Factors that control journalistic production methods	=	3	5
Written tests	–Presentation Discussion	used in The production styles newspaper design	=	3	6
Written tests	–Presentation –Discussion Live Questioning	Learn design using electronic Corel Draw, Adobe programs Design	=	3	7
Written tests	–Presentation Discussion	Adobe Practical applications of Design	=	3	8
Written tests	–Presentation Discussion	Factors in developing journalistic production and printing	=	3	9
Written tests	–Presentation Discussion	Typographic elements in journalistic production	=	3	10
Written tests	–Presentation Discussion	practical application	=	3	11
Written tests	–Presentation Discussion	The function of headlines and their placement in the . newspaper pages	=	3	12
Written tests	–Presentation –Discussion Live Questioning	Factors affecting the ease and fluency of reading letters	=	3	13
Written tests	–Presentation Discussion	A practical application of page design on a computer	=	3	14
Written tests	–Presentation Discussion	The use of printing colors in newspaper production	=	3	15
Written tests	–Presentation Discussion	newspaper Basic units for production	=	3	16

Written tests	–Presentation Discussion	First semester exam	=	3	17
Written tests	–Presentation Discussion	The importance of photography in journalistic production	=	3	18
Written tests	–Presentation –Discussion Live Questioning	images and how to use Types of them in journalistic production	=	2	19
Written tests	–Presentation Discussion	Adobe Image processing using Photoshop	=	3	20
Written tests	–Presentation Discussion	Schools of journalistic magazine production for the	=	3	21
Written tests	–Presentation Discussion	Typographic elements for magazine page design	=	3	22
Written tests	–Presentation Discussion	Magazine page layout techniques	=	3	23
Written tests	–Presentation Discussion	A practical application of magazine page design using Adobe InDesign	=	3	24
Written tests	–Presentation –Discussion Live Questioning	Infographic journalism design	=	3	25
Written tests	– Presentation Discussion	infographic journalism design	=	3	26
Written tests	–Presentation Discussion	online journalism design + online newspaper styles	=	3	27
Written tests	–Presentation Discussion	Design and layout principles for digital newspapers on the web	=	3	28
Written tests	–Presentation Discussion	concept of journalistic The production and its development functions and characteristics + of journalistic production	=	3	29
Written tests	–Presentation Discussion	Second semester exam			30

Course evaluation	–11
.(mark %20) :Chapter One .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks	

.(Attendance and commitment within the classroom: (5 marks .(marks 10) :Monthly exam (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –12	
Adopting modern sources in the course field	(Required textbooks (methodology, if applicable
general references in the Reliance on course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...references (scientific journals, reports
academic websites Official and related to the course field	Electronic references, websites

Course description template

Course Name: Public Relations Campaigns	.313
Course Code / Stage Four / Public Relations Branch	.314
.Term/Academic Year 2025/2026	.315
.2025/9/7 /Date this description was prepared	.316
Available attendance forms / Official (regular) working hours	.317
Number of study hours (3) / Number of units (2) in the stage	.318
Name of the course coordinator (if there is more than one, please .319	(mention it
Quraishi-M. M. Atheer Nouri Atiwi Hamoud Al Atheer104@uowasit.edu.iq	
objectives Course	.320
.of public relations campaigns To learn the basic concepts and modern theories –	

equip the student with the most important modern perceptions and concepts of –
.campaigns communication methods in public relations
.Obtaining information and ideas from primary sources for public relations campaigns –

Teaching and learning strategies .321

Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting
and developing media and journalistic skills for advanced programs in content creation
.public relations practitioners

Course structure -13

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	Definition of public relations	As referred to in the previous section, each according to its .content	3	1
Written tests	–Presentation Discussion	verbal symbols/Part –Verbal and non 1	=	3	2
Written tests	–Presentation Discussion	verbal symbols/Part –Verbal and non 2	=	3	3
Written tests	–Presentation Discussion	The public and the institution	=	3	4
Written tests	–Presentation Discussion	Scientific steps for campaigns	=	3	5
Written tests	–Presentation –Discussion Live Questioning	Objectives of scientific campaign planning	=	3	6
Written tests	–Presentation Discussion	Identifying and studying the topic	=	3	7
Written tests	–Presentation Discussion	Goals	=	3	8
Written tests	–Presentation Discussion	Identifying and studying the audience	=	3	9
Written tests	–Presentation Discussion	Identifying the means and techniques of communication	=	3	10
Written tests	–Presentation Discussion	Defining the plan and developing ideas/Part 1	=	3	11
Written tests	–Presentation –Discussion Live Questioning	Defining the plan and developing ideas/Part 2	=	3	12
Written tests	–Presentation Discussion	Plan evaluation	=	3	13
Written tests	–Presentation Discussion	Budgeting	=	3	14
Written tests	–Presentation Discussion	First semester exam	=	3	15
Written tests	–Presentation Discussion	public relations Economic campaign/opening of a medical complex for kidney diseases	=	3	16
Written tests	–Presentation Discussion	Economic Public Relations –Campaign / Opening of a Ready Made Garment Complex	=	3	17
Written tests	–Presentation –Discussion	Public Relations Campaign / Health Reducing Smoking Among Youth	=	3	18

	Live Questioning				
Written tests	–Presentation Discussion	Public Relations Campaign for Health/Promoting a Culture of Hygiene	=	3	19
Written tests	–Presentation Discussion	Relations Campaigns / Social Public Reducing the Phenomenon of Divorce Among Young People / Part 1	=	3	20
Written tests	–Presentation Discussion	Social Public Relations Campaigns / Reducing the Phenomenon of Divorce Among Young People / Part 2	=	3	21
Written tests	–Presentation Discussion	Social Public Relations Campaigns / Scientific Methods of Child Rearing	=	3	22
Written tests	–Presentation Discussion	Cultural public relations campaigns Spreading a culture of dialogue in / society	=	3	23
Written tests	–Presentation Discussion Live Questioning	Cultural public relations campaigns Spreading a culture of planning for / the future among young people	=	3	24
Written tests	–Presentation Discussion	Political public relations campaigns / public political Encouraging participation	=	3	25
Written tests	–Presentation Discussion	Political Public Relations Campaigns / Changing the Image of Arab Muslims in the West / Part 1	=	3	26
Written tests	–Presentation Discussion	Political Public Relations Campaigns / Changing the Image of Arab Muslims in the West / Part 2	=	3	27
Written tests	–Presentation Discussion	Educational public relations campaigns / Reducing cheating among students	=	3	28
Written tests	–Presentation Discussion	relations Educational public campaigns / How to invest my free time	=	3	29
		Second semester exam		3	30

Course evaluation	-14
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks	

.(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
and teaching resources Learning –15	
lopting modern sources in the course field	(Required textbooks (methodology, if applicable
Reliance on general references in the course field	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and (...journals, reports references (scientific
Official and academic websites related to the course field	Electronic references, websites

Course description template

Art of Voice and Delivery Course Name: The .1
Course Code / Stage Four / Public Relations Branch .2
Semester/Academic Year 2025/2026 .3
Date this description was prepared: 7/9/2025 .4
Available attendance methods: Regular (formal) attendance / .5 system Interactive online classroom

Number of study hours (3) / Number of units (2) in the stage .6
Name of the course coordinator (if there is more than one, .7 .(please mention it
Shahmani-Name: M.D. Wissam Abbas Ja'ija' Al wabbas@uowasit.edu.iq
Course objectives .8
- familiar with the basic concepts and modern theories in the field To become - .of voice and elocution - equip the student with the most important modern concepts and ideas for - .audio and visual media performance applications - primary public relations sources Obtaining information and ideas from
Teaching and learning strategies .9
Adopting methods of lecturing, presentation, discussion, and dialogue, and adopting advanced programs in content creation and developing media and .practitioners journalistic skills for public relations

Course structure -11

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	Rules of pitch. Types of voices according to the classification of .phonetics and music	As referred to in the previous section, each according to its .content	3	1
Written tests	–Presentation Discussion	Stages of speech sound formation	=	3	2
Written tests	–Presentation Discussion	Types of human voice	=	3	3
Written tests	–Presentation Discussion	Delivery technique	=	3	4
Written tests	–Presentation Discussion	Public speaking and the requirements of delivery	=	3	5
Written tests	–Presentation –Discussion Live Questioning	The quality of the delivery, along .with an introduction to its history	=	3	6
Written tests	–Presentation Discussion	The concept of modern articulation, speech organs	=	3	7
Written tests	–Presentation Discussion	Technical means of delivery	=	3	8
Written tests	–Presentation Discussion	Modern delivery techniques	=	3	9
Written tests	–Presentation Discussion	The main flaws and the reason for overcoming them	=	3	10
Written tests	–Presentation Discussion	Radio broadcasting	=	3	11
Written tests	–Presentation –Discussion Live Questioning	Public speaking exercises in front microphone of a	=	3	12
Written tests	–Presentation Discussion	Sound characteristics	=	3	13
Written tests	–Presentation Discussion	General review	=	3	14
Written tests	–Presentation Discussion	First semester exam	=	3	15
Written tests	–Presentation Discussion	Distinguishing between speaking and delivery	=	3	16
Written tests	–Presentation Discussion	relaxation exercises	=	3	17
Written tests	–Presentation –Discussion Live Questioning	Sound level exercises	=	3	18
Written tests	–Presentation Discussion	Exercises for assimilation, inversion, and clear articulation	=	3	19
Written tests	–Presentation Discussion	Movement and stillness exercises	=	3	20
Written tests	–Presentation Discussion	Exercises in speech tone	=	3	21
Written tests	–Presentation Discussion	Scrubbing and bulking exercises	=	3	22

Written tests	–Presentation Discussion	Exercises in meaning and conveying emotions	=	3	23
Written tests	–Presentation –Discussion Live Questioning	Exercises in rhetorical style	=	3	24
Written tests	–Presentation Discussion	Exercises in storytelling, poetry, and acting	=	3	25
Written tests	–Presentation Discussion	Radio broadcasting exercises	=	3	26
Written tests	–Presentation Discussion	Cultural and entertainment program exercises	=	3	27
Written tests	–Presentation Discussion	Exercises to avoid bias and affirm neutrality	=	3	28
Written tests	–Presentation Discussion	Comprehensive review	=	3	29
		Second semester exam		3	30

Course evaluation –12	
.(Chapter One: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(classroom: (5 marks Attendance and commitment within the .(Monthly exam (10 marks (Annual effort: (40 points (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –13	
Opting modern sources in the course field	Required textbooks (methodology, if applicable)
Reliance on general references in the course field	(references (sources Main
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	references, websites Electronic

Course description template

Course Name: Management of Press Institutions	.73
Course Code / Stage Four / Journalism Branch	.74
2026-Semester/Academic Year 2025	.75
2025-9-Date this description was prepared: 7	.76
Available attendance methods: Regular (official) attendance / Interactive online classroom system when necessary	.77
Number of study hours (2) / Number of units (2) in the stage	.78
coordinator (if there is more than Name of the course	.79
(one, please mention it	
M.M. Mustafa Zuhair Turki	
mturki@uowasit.edu.iq	
Course objectives	.80
become familiar with the basic concepts and modern theories in the -	
.media discourse field of	
equip the student with the most important modern concepts and ideas for -	
.audio and visual media performance applications	

.Obtain information and ideas from primary sources -

Teaching and learning strategies .81

lecturing, presentation, discussion and dialogue, and Adopting methods of
adopting advanced programs in content creation and the development of
.media and journalistic skills

Course structure -35

Evaluation Method	Teaching method	Unit/Course or Topic Name	Required learning outcomes	Hours	S
Written tests	–Presentation Discussion	The concept of management and its definitions	As referred to in the previous section, each according to its .content	2	1
Written tests	–Presentation Discussion	Presentation of management theories	=	2	2
Written tests	–Presentation Discussion	The importance of management and the functions of media	=	2	3
Written tests	–Presentation Discussion	Administrative processes in press institutions	=	2	4
Written tests	–Presentation Discussion	Media and creative activities	=	2	5
Written tests	–Presentation –Discussion Live Questioning	Challenges facing media organizations	=	2	6
Written tests	–Presentation Discussion	Management positions in media organizations	=	2	7
Written tests	–Presentation Discussion	journalistic institutions Planning in	=	2	8
Written tests	–Presentation Discussion	Organization in journalistic institutions	=	2	9
Written tests	–Presentation Discussion	Administrative communication in press institutions	=	2	10
Written tests	–Presentation Discussion	Guidance in media institutions	=	2	11
Written tests	–Presentation –Discussion Live Questioning	Administrative oversight in press institutions	=	2	12
Written tests	–Presentation Discussion	making in press -Decision institutions	=	2	13
Written tests	–Presentation Discussion	Calendar in press institutions	=	2	14
Written tests	–Presentation Discussion	First semester exam	=	2	15
Written tests	–Presentation Discussion	Elements of modern management	=	2	16
Written tests	–Presentation Discussion	The concept and mechanisms of media management	=	2	17
Written tests	–Presentation –Discussion Live Questioning	Flexibility in media management	=	2	18
Written tests	–Presentation Discussion	Participation in media management	=	2	19
Written tests	–Presentation Discussion	Training in Media Management	=	2	20
Written tests	–Presentation Discussion	Funding in media organizations	=	2	21
tests Written	–Presentation Discussion	Capacity building in media institutions	=	2	22
Written tests	–Presentation Discussion	Characteristics of a journalistic project	=	2	23

Written tests	–Presentation –Discussion Live Questioning	Organizational structure in press institutions	=	2	24
Written tests	–Presentation –Discussion	Types of organizational structures press institutions in	=	2	25
Written tests	–Presentation –Discussion	The administrative apparatus in press institutions	=	2	26
Written tests	–Presentation –Discussion	The editorial department in press institutions	=	2	27
Written tests	–Presentation –Discussion	Modern technology in media institutions	=	2	28
Written tests	–Presentation –Discussion	Remote press management	=	2	29
		Second semester exam		2	30

Course evaluation –36	
.(Chapter One: (20% mark .(marks Daily preparation: (5 .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks .(Chapter Two: (20% mark .(Daily preparation: (5 marks .(Attendance and commitment within the classroom: (5 marks .(Monthly exam (10 marks (ntsAnnual effort: (40 poi (Final exam: (60 marks (Final grade: (100 points	
Learning and teaching resources –37	
Opting modern sources in the course field	Required textbooks (methodology, if (applicable
Reliance on general references in field the course	(Main references (sources
Adoption of recent research and studies within reputable international and Arab journals	Recommended supporting books and references (scientific journals, (...reports
Official and academic websites related to the course field	Electronic references, websites

