

Academic Program Description Form

University Name: University of...

College/Institute: College of... Media

Department: Department of... Radio and Television

Academic or Professional Program Name: Bachelor of... Media

Certificate Name: Bachelor of Media

Academic System: Annual

Date of Description Preparation: April 20, 2026

Date of File Completion: April 20, 2026

File Reviewed by:

Quality Assurance and University Performance Division

Name of Director of the Quality Assurance and University  
Performance Division

  
: Dr. Shilan Yassin Khader

Date 25/4/2026

Signature

Approved by the Dean



**Ministry of Higher Education and Scientific Research**

**Scientific Supervision and Evaluation Authority**

**Department of Quality Assurance and Academic Accreditation**

**Accreditation Section**



## Academic Program and Course Description Guide

**2025-2026**

كلية الاعلام – قسم الاعلام الرقمي

**2025-2026**

**Faculty of Media – Department of Digital Media**

introduction:

The academic program is a structured and organized package of courses that includes procedures and experiences organized into course content. Its primary purpose is to build and refine graduates' skills, making them qualified to meet the demands of the labor market. It is reviewed and evaluated annually through internal and external audit procedures and programs, such as the external examiner program.

The academic program description provides a concise summary of the program's main features and courses, outlining the skills students are designed to acquire, based on the program's objectives. The importance of this description lies in its role as the cornerstone for obtaining program accreditation. It is written collaboratively by faculty members under the supervision of the academic committees in the departments.

This second edition of the guide includes an updated academic program description, reflecting the changes and developments in the Iraqi education system. It includes the traditional academic program description (annual, semester-based), as well as the standardized academic program description issued by the Department of Studies, T M3/2906, dated May 3, 2023, for programs that follow the Bologna Process. In this regard, we cannot but emphasize the importance of writing descriptions of

academic programs and courses to ensure the smooth running of the educational process.

### Concepts and Terminology:

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

**Course Description:** This provides a concise summary of the course's key characteristics and the learning outcomes expected of the student, demonstrating whether they have made the most of the available learning opportunities. It is derived from the program description.

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

**Program Mission:** This outlines the objectives and activities necessary to achieve them concisely, and defines the program's development paths and directions.

**Program Objectives:** These are statements describing what the academic program intends to achieve within a specific timeframe and are measurable and observable.

Curriculum Structure: All courses/studies included in the academic program, according to the approved learning system (semester, annual, Bologna Process), whether required by the Ministry, University, College, or Department, along with the number of credit hours. Learning outcomes: A coherent set of knowledge, skills, and values acquired by the student upon successful completion of the academic program. Learning outcomes for each course must be defined in a way that achieves the program objectives.

Teaching and learning strategies: These are the strategies used by faculty members to enhance student teaching and learning. They are plans implemented to achieve learning objectives. In other words, they describe all classroom and extracurricular activities designed to achieve the program's learning outcomes.

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## 1. Program Vision

The College of Media aims to prepare graduates in the field of media to work in government departments and media institutions, utilizing their specialization in practical and applied fields.

To develop media education curricula according to international standards, elevating them to a global level that keeps pace with modern developments, and to build a research and knowledge base in media, communication, and public relations through authoring and publishing scholarly research and books that contribute to enriching specialized knowledge.

## 1. Program Mission

To prepare and graduate leading scientific and leadership talents in the field of media, and to develop the body of knowledge in scientific research in media and media discourse analysis, serving the local, regional, and international community. This includes training and refining students' minds scientifically and intellectually, emphasizing social and cultural values, and responding to the demands of the local market. The program also focuses on developing media education curricula according to international standards, elevating them to a global level that keeps pace with modern developments, and producing scholarly books that contribute to specialized

knowledge. The College of Media, one of the constituent colleges of Al-Kitab University, specializes in providing academic programs to prepare distinguished graduates in various media fields, equipping them with the scientific, professional, and technological qualifications necessary to meet the needs of the job market and the demands of competition locally, regionally, and internationally.

### 3. Program Objectives

1- To understand media studies and address existing media issues.

2- To deal with political problems and develop solutions.

3- To understand the political, media, and technological methods and approaches for solving modern media problems, such as social media.

4- To prepare a generation of graduates with scientific training based on modern curricula and intensive practical training, to produce qualified media professionals.

### 4. Program Accreditation

Affiliated with the Ministry of Higher Education and Scientific Research; program accreditation has not yet been obtained.

### 5. Other External Influences

Library

## 6. Program Structure

Program Structure Number of Courses Credit Hours Percentage

Notes \*

Institutional Requirements 10 39 Core

College Requirements 2

Department Requirements 0 0

Third Year Summer Training

Other

\*Notes may include whether a course is core or elective.

## 7. Program Description

Year/Level Course Code Course Name Credit Hours

2025-2026 Mobile Journalism Theory

Department: Radio and Television

Course Code: RT

First Stage

Course Name

Module Name

Theory Hours

Practical Hours

Units

Principles of Public Relations

Arabic 2

Human Rights and Democracy

Arabic 2

Mass Communication and its Means

Arabic 2

Digital Media Education

Arabic 1

Television Filming

Arabic 1

2

Media Language in English

English 2

Media Language

Arabic 2

Radio and Television News

Arabic 2

2

Computers

Arabic 1

2

2

Editing

Arabic 1

2

2

Media Psychology

Arabic Language

Phase Two

Course Name

Module Name

Language

Theory Hours

Practical Hours

Number of Units

Radio and Television Directing and Production

Arabic 1

2

2

Communication Theories

Arabic 2

2

Principles of Computer Networks

Arabic 1

2

2

Digital Media

Arabic 1

2

2

Contemporary International Issues

Arabic 2

2

Radio Art Program

Arabic 2

2

3

Media Language

Arabic 2

2

Media Language in English

English 2

2

Media Research Methodologies and Statistical Applications

Arabic 2

2

The Art of Voice and Elocution

Arabic 1

2

2

Radio and Television Editing (Interview and Investigation)

Arabic 2

2

3

Baath Party Crimes

Arabic 1 2

Arabic language

Third Stage

Course Name | Module Name | Languages | Theory Hours |  
Practical Hours | Number of Units

Media Ethics and Legislation | Arabic 2 | 2

Public Opinion | Arabic 2 | 2

Mobile Journalism and Data | Arabic 1 | 2 | 2

Radio Reporting and News Correspondence | Arabic 1 | 2 | 2

Information Technology | Arabic 1 | 2 | 2

Radio and Television Networks | Arabic 2 | 2

Advanced Media Language in English | English 2 | 2

Media Discourse Analysis | Arabic 2 | 2

Investigative Journalism | Arabic 1 | 2 | 2

Fourth Stage

Course Name | Module Name | Languages | Theory Hours |  
Practical Hours | Number of Units

Radio and Television Advertisement | Arabic 1 | 2 | 2

Management and Planning in Radio and Television | Arabic 2 | 2

Specialized Radio and Television Programs | Arabic 2 | 2 | 3

Radio and Television Technologies | Arabic 1 | 2 | 2

Rumors and Propaganda | Arabic 2 | 2

Language Applications | Arabic 2 | 2

English Language | English 2 | 2

Scenario | Arabic 1 | 2 | 2

Graduation Research | Arabic 2 | 1

## 8. Expected Learning Outcomes of the Program

### Knowledge

Creative thinking based on accurate information; scientific ability that develops the student and their specialization.

Developing scientific and intellectual orientations in the student; future-oriented thinking that qualifies the student to work using sound knowledge tools; increasing the ability to discuss and enrich knowledge.

### Skills

Preparing the student to enter the job market.

Acquiring scientifically sound technical and technological skills.

Activating the student practically in light of modern technologies

Values

1- Evaluating a professional and societal culture that informs the public about the goals and communication objectives of media institutions.

2- Community service with broad implications.

3- Appreciating the value of the student's chosen specialization.

4- Ensuring the student has professional standing among distinguished peers.

5- Developing students' abilities to participate and generate innovative ideas.

Advancing in technology and electronic information

9. astiratijiaat altaelim waltaealum -sharh almadat aleilmiat liltulaab bishakl tafsihi. muhadaratin. 2- musharakat altulaab fi altiknulujiya waltaqadumat w alalat altiknulujiatu. w wajibat almanziliati. 3- munaqashat wahiwar hawl mufradat mutaealiqat bialmawduea, wataqarir wabuhuthi. 4-altawjiat almustamiri. 5- almunaqashat almaftuhat walmustamirati. 6-mutabaeat aemaal almuasasat dhat alsilat bialqisma. 7-mutabaeat

aemaal almuasasat dhat alsilat bialqisma. 8-aleasf aldhihni.

9. Teaching and Learning Strategies 1- Detailed explanation of the subject matter for students through lectures. 2- Student engagement with technology, technological advancements, and equipment, as well as homework assignments. 3- Discussion and dialogue on topic-related terminology, reports, and research. 4- Ongoing guidance and support. 5- Open and continuous discussions. 6- Monitoring the activities of institutions related to the department. 7- Monitoring the activities of institutions related to the department. 8- Brainstorming.

#### 10. Assessment Methods

Weekly, monthly, and daily quizzes, and the final exam.

Grades are awarded for class participation and homework.

Ongoing observation of the student by the instructor, ongoing interviews with the student by the instructor, ongoing student interviews, and ongoing open discussions with students.

#### 11. Faculty

Faculty Members

Academic Rank

Specialization

Special Requirements/Skills (if any)

Faculty Preparation

General

Specialized

Lecturer

Professor

Quantitative Media

Lecturer

Prof. Dr. Omar Ahmed Ramadan, Media Department

Prof. Dr. Fouad Ali Ahmed, Media Department

Assistant Prof. Dr. Saad Abdulqader Hamid, Media Department

Assistant Prof. Dr. Behrouz Ali Rasoul, Media Department

Assistant Prof. Dr. Shilan Yassin Khader, Media Department

Dr. Jinar Namiq Hassan, Media Department

Ziad Tariq Awad

Media Department

Assistant Lecturer Ahmed Taha Mohammed, Media Department

Assistant Prof. Draid Rashid Saleh, Arabic Language Lecturer

Assistant Lecturer Sarkawt Asaad, Law Lecturer

Dr. Furat Falih Hassan, Computer Science Lecturer

Assistant Lecturer Barash Mohammed Ezz El-Din, Computer Science Lecturer

Liqaa Saeed Fadel, English Language Lecturer

Assistant Lecturer Sally Kamal Jalal, Law Lecturer

Professional Development

Guidance for New Faculty Members

Encouraging new faculty members to engage in scientific research, which will positively impact their lecturing and help them keep pace with international developments by contributing new research to the department. This includes adhering to all administrative and academic ministerial directives. New faculty members are required to complete a course on teaching methods and course selection.

Professional Development for Faculty Members

Enhancing the delivery of information to students through modern theoretical and practical learning strategies. This includes field visits to relevant institutions, participation in conferences, seminars, and workshops that broaden faculty knowledge in their field, and development of their academic and administrative skills. A plan will be developed to enhance their skills through professional development courses (personal, administrative, legal, and financial).

12. Admission Criteria

Affiliated with the Ministry of Higher Education and Scientific Research.

### 13. Key Sources of Information about the Program

Iraqi public universities, Arab and international universities, and workshops and seminars held on this topic.

Main sources relied upon by media professionals, including books:

1- Introduction to Information Technology

2- Mobile Journalism books, Jazeera Media Institute

3- Electronic Journalism by Reda Abdel Wajid Amin

4- Electronic Journalism: Present and Future by Dr. Fathi Hussein

5- The publication of Artificial Intelligence in Journalism, Media, and Public Relations

### 14. Program Development Plan

This plan is based on the college's policies and development plans, through continuous engagement with the main departments specializing in program development.

Program Skills Outline

Program Learning Outcomes

Year/Level Course Code Course Name Core or Elective  
Knowledge Skills Values

A1 A2 A3 A4 B1 B2 B3 B4 C1 C2 C3 C4

2025-2026 Media1001 Principles of Public Relations Core

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Media1002 Human Rights and Democracy Core

Phase 1 Media 1003 Mass Communication and its Media Core

Media1004 Digital Media Literacy Core

Media1005 Television Production Core

Media1006 Media Language in English Core

Media1007 Media Language Core

Media1008 Radio and Television News Core

Media1009 Computer Skills Core

Media1010 Video Editing Core

Media1011 Media Psychology Core

Media1012 Arabic Language Core ● Please check the boxes corresponding to the individual learning outcomes from the program that are being assessed.