



Course Specification

Course name: Educational and Cultural Programs Course Code: RTV204	Program: R&TV Academic level: Second Semester: 2021-2022
Specialization: R&TV	Number of studying units: Theoretical: 3

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- Define the concept of the educational program and identifies the educational multimedia used within the framework of that program.
- A/2 - Know the concept of educational television, its genesis, its advantages, characteristics and disadvantages, and how to overcome them.
- A/3- Define the types of educational television programs.
- A/4- Define the tasks and effective practices of the educational program provider.
- A/5- Define the stages of producing educational programs.
- A/6- Know how to produce educational programs.
- A/7- Define the concept of digital interactive television and interactive educational television.
- A/8- Know the concept of e-learning.
- A/9- Define the types of e-learning, its management system, and its components.
- A/10- Know the concept of culture, its levels, and how the media deals with it.
- A/11- Know the concept of the cultural program.
- A/12- Define the objectives of the cultural programs and their program templates.
- A/13- Know the difference between the educational program and the cultural program.
- A/14- Define the concept and features of cultural globalization and the role of the media in confronting it.
- A/15- Identify the method of producing both the educational program and the cultural program in general.
- A/16- Defines the ingredients needed to produce an educational/cultural program through social networking sites.

b) Intellectual skills

- B/1- Analyze the methods of evaluating educational and cultural programs presented on Egyptian and Arab television channels and foreign.
- B/2- Summarize the steps and stages of producing an integrated educational and cultural program.
- B/3- Objectively criticize the state of Egyptian educational and cultural programs.
- B/4- Analyze the most important problems facing cultural programs.
- B/5- Suggest different ways to improve the development of Egyptian and Arab educational and cultural programs.
- B/6- Demonstrate the extent of the Internet's ability to serve students in the field of educational television.
- B/7- Suggests new educational media that can be used within the educational programs.
- B/8- Differentiate between the media used in both educational and cultural programs.
- B/9- Suggest new ways to present educational and cultural programs.

c) Professional and practical skills

- C/1- Analyze Egyptian, Arab and foreign educational and cultural programs.
- C/2- Provide a critical view of the advantages and disadvantages of the programs analyzed.
- C/3- Design a plan showing how to improve the programs analyzed.
- C/4- Design and produce an educational program and a cultural program, specifying the target audience and avoiding the negative aspects of the programs analyzed.
- C/5- Choose a set of media appropriate to the nature of the educational program and the cultural program, while focusing on producing digital content that fits with the era of social media and new media.

d) General and transferable skills

- D/1- Acquire the skill of teamwork and boosting the team spirit.
- D/2- Increase computer skills through the use of writing and presentation programs (Power Point, Word) in preparing and presenting the required assignments.
- D/3- Develop leadership skills and presentation skills.
- D/4- Increase the skills of effective searching for information on the Internet
- D/5- Develop the skill of innovation and creative thinking in creating distinguished and intense educational/cultural content to suit the nature of modern media
- D/6- Develop the skill of scientific thinking to deal with various issues and problems and solve them.

Course Content:

- The concept of educational programs and the elements of the educational process, the concept of culture, its characteristics and types.

- Educational television: its origins, concept, advantages, characteristics, drawbacks and overcoming them, how the media deal with different levels of culture.
 - Functions and patterns of television use in the field of education, types of educational television programmes, the concept of cultural programs and their types, the most important problems they face and how to develop them.
 - Conditions that must be satisfied in educational television and the basic principles for the effective use of educational programs in the classroom, a concept of cultural globalization and its impact on culture
- Arabic.
- Stages of classroom teacher use of educational programs, tasks and effective practices of the educational program provider, the role of the media in facing cultural globalization.
 - The stages of production of each of the educational and cultural television programs and the factors for their success.
- Mid-term exam
- The foundations of designing educational lessons and cultural programs and the detailed steps for the production of both the educational and cultural television program.
 - Specialized educational and cultural satellite channels.
 - Digital interactive television and its most important characteristics, interactive educational television and its advantages, and scientific and technological programs as a form of cultural programs.
 - E-learning and its axes and advantages: the reality of producing scientific and technological programs on Arab television channels.
 - Types of e-learning, its management system and components, a proposed strategy to improve the production of scientific and technological programs on Arab television channels. In addition to the ingredients needed to create digital content (educational/cultural), the basic components of these programs through social media platforms, and how to manage them in a way that achieves the desired goal in the shortest possible period with the provision of scientific information in a simplified manner.

Teaching and Learning Methods:

Theoretical lecture.

Discussions and brainstorming during the lecture.

Researches assigned to students.

Practical training for students in analyzing and evaluating educational and cultural programs in their various forms.

Practical training for students through their production of an educational program and a cultural program.

Student Assessment Methods:

Discussion and participation in the lecture.

Academic assignments to assess the student's ability to analyze and produce educational and cultural programs.

Midterm exam

Final Exam