



Course Specification

Course name: International Communication Course Code: Com 301	Program: all programs Academic level: Third Semester: First- Second
Specialization: General	Number of studying units: Theoretical: 3 Practical: 2

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 Identify the concepts related to international media and the characteristics of the international communication system.
- A/2 Identify the most important characteristics of the international media system.
- A/3 Familiarity with the stages of development and emergence of the international communication and media system.
- A/4 Identify the issue of imbalance in the flow of information at the global level.
- A/5 Identify the different media systems around the world.
- A/6 Distinguish between the different aspects of cross-cultural communication.
- A/7 Identify the dimensions of the international declaration.
- A/8 Familiarity with the concept of fifth generation wars: information warfare as a model
- A/9 Identify the concept of popular diplomacy and the extent to which it is related to international public relations.
- A/10 Defining the dimensions of the country's brand and the role of social media and new media in this regard
- A/11 Defining the concept and mechanisms of practicing international public relations

b) Intellectual skills

- B / 1 Analyze the international media and communication system according to its features and characteristics.
- B/2 The student compares the different media systems around the world
- B/3 The student critiques and analyzes the international declaration according to the dimensions of cross-cultural communication.
- B/4 The student extracts how to build the brand of countries through social media and new means of communication
- B/5- The student discusses the dimensions of popular diplomacy and its relationship to international public relations.

c) Professional and practical skills

- C/1 Familiarize with how to perform the political, cultural, economic and social activities that govern and organize the international communication and media system.
- C/2 Design and build international media campaigns that take into account cultural differences between countries.
- C/3 - Criticize the various media systems around the world.
- C/4- Analyze the international media message in international advertising.
- C/5- Monitor and analyze the international advertising campaigns for building the country's brand through the new means of communication.

d) General and transferable skills

- D/1 The Internet is used for exposure to international content and international advertising.
- D/2 Critically think about the standards of the international media message.
- D/3 Develop general culture skills at the international level in various fields or issues with political, economic, social and cultural dimensions.
- D/4 He works with the group in a one-team style.

Course Content:

- 4/1. Definitions and concepts related to international media.
- 4/2. Characteristics and characteristics of the international media and communication system
- 4/3. The emergence and development of the international media and communication system (1)
- 4/4. The emergence and development of the international media and communication system (2)
- 4/5. The problems of news and news flow around the world in terms of reality and theories, and the role of international news agencies
- 4/6. International media systems around the world
- 4/7. Mid-year exam 4/8. Cross-Cultural Communication 4/9. International Declaration 4/10. Fifth generation wars: information warfare as a model 4/11. popular diplomacy 4/12. Building the brand for countries through social media and modern means of communication.
- 4/13. International public relations and issues for study: the theory of the clash of civilizations and the end of history, the image of Islam, globalization. 4/14. final exam

Teaching and Learning Methods:

- 1- Theoretical lectures. 2- Discussions during the lecture. 3- Dividing students into work teams 4- Designing programs, media campaigns and presentations.

Student Assessment Methods:

- /a/1- Periodic applications. To assess: comprehension skills and intellectual skills. /A/2- midterm exam. To assess: the skill of knowledge and understanding. A/3- tuition costs. To assess the student's ability to search and investigate.
- a/4- discussion and participation in the lecture. A/5- Final Exam. To assess: All skills and learning outcomes measured.