



Course Specifications

University: Cairo

Faculty: Mass Communication

Academic year: 2020/2021

1- Course data:	
Code: JUR204 Title: Press Technology and Publishing	Department: Journalism - General Level: Second First and Second Semester - Obligatory
Specialization: Journalism	No of studying units: theoretical 2 / practical: 2(1)

Intended Learning Outcomes (ILOs)

a) Information and concepts

- A/1- Identifies the three methods of printing.
- A/2 - Describes the nature and types of paper.
- A/3 - Explains the types of inks.
- A/4- Describes the journalistic work environment in light of using computers.
- A/5- Explains the uses of press technology.

b) Intellectual skills

- B/1- Analyzes the current status of the press technology.

c) Professional and practical skills concerned to the course

- C/1- Collects various material from different human and nonhuman sources.

d) General and transferable skills

- D/1- Using the Internet to collect information efficiently.
- D/2- Reporting on the Egyptian technological reality in the field of printing.
- D/3- Discuss and compare in a critical manner.
- D/4- Efficiently manage time.

Course Content:

- 1- The three printing methods.
- 2- Paper and inks.
- 3- The journalistic work environment in light of using computers.
- 4- Uses of press technology.
- 5- The effects of printing technology on the local press.
- 6- The effects of printing technology on the regional press.
- 7- Mid-term exam
- 8- The effects of printing technology on the global press.
- 9 – Innovations of printing technology.
- 10- Current and future developments in the field of press and information technology.
- 11- the journalistic layout and design in light of recent technologies.
- 12- Skills to use the Internet.
- 13- The Egyptian technological reality in the field of printing.
- 14- Factors affecting the technical work environment of the press.
- 15- Final exam.

Teaching and learning methods:

- 5/1 Lectures.
- 5/2 Discussion.
- 5/3 Field visits to printing houses.
- 5/4 Field visits to press organizations.
- 5/5 Brainstorming.

Student assessment methods:

- o Written Exams (Midterm and Final).
- o Assignments.
- o In-class participation.