

Program Journalism
Summaries of Course Specifications



Course Specification

Program: Journalism Academic level :fourth year F1, F2 "Optional" Semester: First Semester - Second Semester	Course name: Journalism Advertising Course code: JUR403
Number of credits: Theoretical (ث) :Practical () :	Specialization: Journalism

• Intended Learning Outcomes:

a. Information and concepts:

- A/1- Explain the scientific concepts of press advertising.
- A/2- List all communication, marketing, and administrative aspects, as well as psychological, behavioral, and technical aspects that make up the communicative message.
- A/3- Explain the factors affecting the press advertisement in terms of form and content.
- A/4- Know the persuasive communication approach to the press advertisement.
- A/5- Explain the administrative marketing approach.
- A/6- Determine the psychological and behavioral approach.
- A/7- List the psychological objectives of advertising and the technical factors affecting increasing its effectiveness.
- A/8- Explain the technical components of the advertising message.
- A/9- Describe press photographs and drawings.
- A/10 - Explain the logo, trademark and trade name.
- A/11- Know the output and typographical entries.
- A/12- Name the title and the text: its types and uses.

b. Intellectual skills:

- B/1- Analyze the factors affecting the performance of the advertising journalist.
- B/2- link the specialized communicative and marketing components and the psychological and behavioral effects of press advertising.
- B/3- Evaluate technical and editorial visions and alternatives for the applied models submitted for the press announcement.

c. Professional and Practical skills:

- C/1- Use press material from its various human and non-human sources.
- C/2- Design the advertisements to be published in different newspapers for multiple products.

d. General skills:

- D/1- Using the electronic computer.
- D/2- Dealing with the Internet.
- D/3- Time management.
- D/4- Working in a team in a collective manner.

• Course Content:

- 1-The concept of press advertising.
- 2-The basics of press advertising.
- 3-Factors affecting the press advertisement.
- 4- The persuasive communication approach to the press advertisement.
- 5- Administrative marketing entrance.
- 6-Psychological and behavioral approach.
- 7- mid-term exam.

8-The psychological objectives of advertising and the technical factors affecting increasing its effectiveness.

9-Press photographs and drawings.

10-Logo, trademark and trade name.

11-Using the directive and typographical entries.

12-Title and body types and uses.

13 -Practical models for press advertising.

14-General review.

15-Final exam.

- **Teaching and learning methods:**

- The lectures.
- Discussing with students the concepts and models presented.
- Practical exercises prepared by the lecturer for evaluation and reformulation.
- Practical exercises prepared by students such as applications.

- **Student Assessment Methods:**

1. The mid-term written exam to assess the student's understanding of the concept of press advertising and its components.
2. Academic assignments to assess the student's ability and benefit from the theoretical material he obtained during the semester.
3. Discussing and participating in the lecture to assess the extent of his comprehension and understanding of what was taught.
4. A written exam at the end of the semester to assess the student's understanding of all the elements of the course.



Course Specifications

University: Cairo

Faculty: Mass Communication

Academic year: 2020/2021

1- Course data:	
Code: JUR306 Title: Journalism Editing 1	Department: Journalism Level: Fourth First Semester - Obligatory
Specialization: Journalism	No of studying units: theoretical 2 / practical: 2(1)

Intended Learning Outcomes (ILOs)

a) Information and concepts

A/1- Defines the scientific concepts of journalism and the news story.

A/2- Defines the types of journalistic information sources and how to use it in gathering information.

A/3- Explains the patterns of information narration within the news story.

A/4- List the rules of abbreviation used in writing news stories.

A/5- Lists the rules of editing news headlines and explaining them on already published models.

b) Intellectual skills

B/1- Suggests the most appropriate journalistic formats for covering an event according to its elements, dimensions, and its developments.

B/2- Demonstrate the reasons for choosing this format to cover the event.

B/3- Analyze the factors affecting journalistic performance.

B/4- Suggests a set of mechanisms to reduce the impact of these factors on journalistic performance.

B/5- Justifies the profession-related problems and implements solutions or alternatives to them.

B/6- Links the technical steps of the different journalistic formats.

B/7- Differentiate between the journalistic news formats.

B/8- Plans to publish a print or electronic newspaper.

c) Professional and practical skills concerned to the course

C/1- Analyzes the Journalistic material collected from various human and non-human sources.

C/2- Uses the rules of journalism editing in preparing journalistic materials in various press forms for a print or electronic newspaper.

C/3- Analyze a press news story comprehensively.

C/4- Uses the rules for formulating the introductions and body of the news story.

C/5- Uses abbreviation rules in journalism editing.

General and transferable skills

D/1- Using information technology that helps in news making.

D/2- Using different sources that help in news making.

D/3 - Working in a team to analyze a group of news.

D/4- Leading a research team.

D/5- Self-assessment

Course Content:

1- The journalistic news story (its liberal and socialist concept in light of the theory of social responsibility and its concept in developing countries).

2- Types of journalistic news in developing and developed countries and the personality of the newspaper.

3- Elements of a journalistic news story.

4- Types of journalistic information sources

5- Using information sources to collect accurate information.

6- The stages of press news coverage.

7- Mid-term exam.

8- Different news formats.

9- Writing a journalistic news story.

10 - The style rules that govern news writing.

11 - Types of introductions used in news stories formulation.

12 - Ways to tell information within the news story

13 - The rules of abbreviation and the rules for editing the headlines used in writing the news story.

14 - Application on models published in Egyptian newspapers.

15 - Final exam.

Teaching and learning methods:

5/1 Lectures.

5/2 Discussion.

5/3 Practical exercises.

Student assessment methods:

o Written Exams (Midterm and Final).

o Assignments to evaluate students' abilities of writing and criticism.

o Discussions to evaluate students' understanding of the theoretical material.



Course Specification

Program: Journalism - General Academic level: 3 Term :T1 and T2 (compulsory)	Course Name: Journalism Lab Course code: JUR 303
Number of credits: Theoretical (-) :practical (3)	Specialization: Journalism

- **Intended Learning Outcomes:**

- a . Information and concepts:

- A/1 Know press editorial, its objectives, tools, and stages .

- A/2- Explain the methods of press coverage in its various stages.

- A/3 - Describe the methods of editing investigative materials and the templates for writing them .

- A/4 -List the differences between the different journalistic genres.

- A/5 - Explain the skills and abilities required in editing and producing the newspaper.

- b . Intellectual skills:

- B/1- Classify the stages and steps of the press editing process .

- B/2- Deduce the differences between the different types of journalistic arts.

- B/3- Summarize the nature of the factors affecting press coverage.

- c . Professional and practical skills:

- C/1- Choose the press material from its various sources.

- C/2- Create full coverage of events.

- C/3- Use press materials in all known forms and arts.

- C/4- Participate in the production of a paper or electronic newspaper.

- D. General skills:

- D/1 - Effectively deal with information technology and its applications in the journalistic field.

- D/2 - Use the Internet in press coverage.

- D/3 - Organize a symposium or a press conference and managing its sessions.

- D/4- Discuss and compare everything new in the field of press editing.

- D/5 – Become an effective team player.

- **Course Content:**

- 1. The concept of press editing, its objectives and tools.

- 2. Methods of press coverage in its various stages.

- 3. Methods of editing news articles and writing templates.

- 4. Methods of editing investigative materials and their writing templates.

- 5. The concept of press interviews, its types and steps for its preparation, implementation and formulation.

- 6. The concept of journalistic investigation, its functions, types and tools.

7. The stages of preparing investigative reports and the technical templates for writing it.
8. Explaining the steps for preparing an investigative investigation.
9. Determining the skills of the investigative journalist and the problems of investigative journalism.
10. Types of titles and introductions to speech and investigative reports and the method of writing them.
11. Types of interviews introductions and investigative reports and the method of writing them.
12. The differences between the different journalistic genres.
13. Skills and abilities required in editing and producing the newspaper.
14. Differences between editing and producing a paper newspaper and an electronic one.
15. Oral evaluation, interviewing students and evaluating their files

- **Teaching and learning methods:**

1. Practical training in the practical halls.
2. Workshops for the production of the university's weekly newspaper and the university's monthly magazine.
3. Workshops to evaluate the final press product.
4. Discussion.
5. Reading newspapers and electronic newspapers websites.
6. Field visits to press institutions.
7. Hosting experts and senior journalists to present their experiences.
8. Dividing the students into work teams.
9. Brainstorming.

- **Student Assessment Methods:**

1. Practical training.
2. Press production workshops.
3. Oral evaluation on the day of the interview and delivery of the students' production files.



Course Specifications

University: Cairo

Faculty: Mass Communication

Academic year:2020/2021

Course specifications

1- Course data:	
Code: JUR205 Title: Press Publishing	Department: Journalism Level: Second First Semester
Specialization: Elective	No of studying units: theoretical 3 / practical: -

Intended Learning Outcomes (ILOs)

a) Information and concepts

- A/1- Explains the scientific concepts of press publishing technology.
A/2- Defines the ways of using color in the press.
A/3- Describes the steps of issuing and producing an electronic newspaper.
A/4- Defines the current and future developments in the field of press technology and press production.
A/5- Determines the effects of colors in the press (readers' preferences - advertising research - symbolism - physiological effects).
A/6- Describes the digital processing of images and graphics.

- A/7- Explains the digital photographs.
A/8- Defines the environmental considerations for dealing with the printed press.
A/9- Explains how to search for new materials to manufacture paper.
A/10- Demonstrates the tendency to use electronic means in press production.
A/11- Describes the trends of the Western and Egyptian press in using modern technologies in press production.
A/12- Defines the negative effects of digital processing of journalistic photos.

b) Intellectual skills

- B/1- Analyzes the factors affecting the press production technology.
B/2- Compares the use of Western and Egyptian press with modern technology for press production.

- B/3- Compares the use of color in newspapers and magazines.

c) Professional and practical skills concerned to the course

- C/1- Using modern methods in press publishing.

- C/2- Using colors in newspaper and magazine pages.

General and transferable skills

- D/1- Using the computer.
D/2 - Working within a team.
D/3- Time management.

- D/4- Evaluating the use of colors in newspapers and magazines.

Course Content:

- The concept and stages of the press publishing process.
- Colors in the press (readers' preferences - advertising research - symbolism - physiological effects).
- Colors in the press (personality characteristics - psychological factors).
- Digital processing of images and drawings.
- Digital photograph.
- Environmental considerations for dealing with print journalism.
- The trends of using electronic methods in press production.
- The trends of the Western and Egyptian press of using modern technologies in press production
- Negative effects of digital photo processing.
- Technologies of acquiring photographs.
- Negative effects of press production technologies.

Teaching and learning methods:

- 5/1 Lectures.
5/2 Discussion.
5/3 Assignments and activities.

Student assessment methods:

- Written Exams.
- Assignments.
- Discussing and participating in the lectures



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.



Course Specification

Program: Journalism Academic level: fourth Term: First Term - Second Term	Course Name: Media Laws and Regulations Course code: COM 401
Number of credits: Theoretical (٣) : Practical (١) :	Specialization: General

- **Intended Learning Outcomes:**

- a . Information and concepts:

- a/1- The student learns about the concept of media ethics and its legislation.
- a/2- The student traces the development of media ethics, legislation and theories organizing the press.
- a/ 3-. The student determines the difference between the extent of commitment of Egyptian, Arab and international media institutions to media ethics, legislation, and rules governing it.
- a/4 - The student discusses publishing crimes and the right of reply and correction.
- a/5 -. The student mentions the pluralism, diversity and freedom enjoyed by the different media and the importance of social responsibility theory.

- b Intellectual Skills:

- B/1- The student analyzes the laws regulating media ethics and legislation in Egypt, Arab countries and international countries.
- B/2- The student compares the laws regulating newspapers and television channels .
- B/3- The student criticizes and analyzes the extent to which media institutions are committed to ethical codes of honor.
- B/4- The student explains the difference and differences between the constitutional articles and the legal articles.
- B/5- The student extracts the nature of freedom enjoyed by the media in his country and determines the theories to explain the freedom to which these media belong.

- c . Professional and practical skills:

- C/1- The student criticizes the degree of commitment of media institutions to ethical codes of honor.
- C/2- The student monitors the degree of commitment of the Egyptian society to the rules of intellectual property rights.
- C/3 – The student recognizes the criteria of successful media.

C/4- The student defines the role of media professionals in society, and the extent of their commitment to media ethics and legislation.

C/5- The student understands all the concepts of ethical rules related to his media work.

A/6- The student becomes familiar with the legal foundations for issuing newspapers and the procedures for that .

D . General skills:

D/1- Understand the concept of media ethics, its legislation and its development at the global level.

D/2- Able to be creative, add and renew in the field of radio and television work.

D/3 - Develop general culture skills at the political, economic, social, cultural and artistic levels.

D/4- Employs direct communication skills in dealing with others.

D/5- Think in a critical manner in the field of ethics, legislation and laws regulating media work.

D/6- Use the Internet to collect the required information on the ethics governing media work in Egypt.

D/7- Work with the group in a one-team style.

D/8 - Discuss and compare everything new in the field of laws and theories regulating media work in Egypt.

D/9- Present a report on the media work ethics that is currently dominant and the most important challenges facing the media, with proposals to advance media work ethics and get rid of some of the current negatives that the Egyptian media suffers from.

- **Course Content:**

1. Legislative structure of the media, concepts of media freedom, historical and philosophical framework for freedom of expression.
2. Freedom of the press in different societies, government censorship and incitement laws.
3. Censorship of media organizations, government and private media, and who monitors the others?
4. The right to protect the confidentiality of media sources.
5. The right to know what is going on in government organizations
6. The right to protect honor and consideration from the crime of defamation
7. Mid-term exam
8. The right to privacy protection
9. Right to a fair trial, right to publication.
10. The right to protect public morals
11. Media legislations in Egypt (case study)
12. A general review of what was previously studied
13. Students make presentations about their opinion of the ethics that dominate media work in Egypt, while presenting a future vision and plans for developing media work in Egypt.

14. Students make presentations about their opinion of the ethics that dominate media work in Egypt, while presenting a future vision and plans for developing media work in Egypt.
15. The final exam.

- **Teaching and learning methods:**

1. Theoretical lectures.
2. Discussions during the lecture.
3. Assigning students to conduct research related to the ethics of media work and its legislation and the extent of commitment to these ethics on the part of the media professionals.
4. Dividing the students into work teams.
5. Relying on the brainstorming method.

- **Student Assessment Methods:**

1. periodic quizzes.
2. midterm test.
3. Assignments.
4. Discussion and participation in the lecture.
5. Final test.



Course Specifications

University: Cairo
Faculty: Mass Communication
Academic year: 2020/2021

1- Course data:	
Code: JUR404 Title: Specialized Research	Department: Journalism Level: Fourth First and Second Semester
Specialization: Journalism	No of studying units: theoretical 1 / practical: 4(2)

Intended Learning Outcomes (ILOs)

a) Information and concepts

- A/1 - Explains the characteristics of scientific knowledge and the difference between it and other types of knowledge.
A/2 - Defines the concepts related to journalism research methods.
A/3 - Describes the steps for conducting research on a journalism-related topic.
A/4 - Defines the steps for conducting the knowledge framework for the study.
A/5 - Explains the theoretical framework of the study.

b) Intellectual skills

- B/1 - Selecting one of the fields of journalism research.
B/2 - Selecting profession-related research problems.
B/3 - Planning to conduct research related to the press.
B/4 - Comparing between different theoretical frameworks used in journalism research.

c) Professional and practical skills concerned to the course

- C/1 - Selecting one problem facing the press to conduct scientific research about it.
C/2 - Collecting scientific research material from its various human and non-human sources.

d) General and transferable skills

- D/1 - Working within a team.
D/2 - Think critically.
D/3 - Dealing efficiently with information sources.

- A/6 - Describes the steps of the methodological framework of the study.
A/7 - Defines the procedures of the study.
A/8 - Lists the different types of studies that are used in the field of journalism.
A/9 - Defines the concepts and steps of historical studies
A/10 - Explains the tools and methods of analysis for historical studies.
A/11 - Lists the steps and concepts of survey studies.
A/12 - Describes the used tools and how samples are taken in survey studies.

- B/5 - Criticize the concepts and theories related to media and the press.
B/6 - Compare between the different tools and approaches.
B/7 - Compare between different types of studies in the field of journalism.
C/3 - Conducting scientific research about one of the press problems.
C/4 - Apply the ethics of scientific research.
C/5 - Implementing scientific research on one of the problems of the press.

- D/4 - Using the computer.
D/5 - Presenting a scientific report in a scientifically correct manner.

Course Content:

- Characteristics of scientific knowledge.
- Knowledge framework.
- Theoretical framework.
- Methodological framework.
- Procedural framework.
- Historical studies.
- Survey studies.
- Ethics of scientific research.
- Presentation and discussion of research.

Teaching and learning methods:

- 5/1 Lectures.
5/2 Discussion.
5/3 Students-conducted presentations about course topics.

- 5/4 Collecting information from different sources.
5/5 Dividing students into groups.

Student assessment methods:

- o Written Final Exam.
- o Presentations.
- o Group research projects to apply the steps of conducting scientific research.



Course Specifications

University: Cairo

Faculty: Mass Communication

Academic year: 2020/2021

1- Course data:	
Code: JUR407 Title: Journalism Editing 2	Department: Journalism Level: Fourth First and Second Semester - Elective
Specialization: Journalism	No of studying units: theoretical 2 / practical: 2(1)

Intended Learning Outcomes (ILOs)

a) Information and concepts

A/1- Explains the theoretical foundations for building a news story in print and electronic newspapers.
A/2- Determines the methods of selecting ideas for interviews in the various fields of journalistic interest.
A/3- Defines how to deal with sources and the patterns of employing them in print and electronic journalistic content.

A/4- Listing the patterns of narrating information and opinions and including sources in investigative reporting.
A/5- Explains the components and professional standards that underpin the art of investigative reporting and the problems of implementing them.

b) Intellectual skills

B/1- Analyzes the variations in building a news story according to the content and type of newspapers and websites.
B/2- Differentiate between the features ideas and subjects.
B/3- Classify the personalities of the interviews and their topics.
B/4- Plans the subject of the investigative report and identifies its sources.

B/5- Justifies the reasons for choosing the ideas of investigative report.
B/6- Deduce the difference between the patterns of narrating information and sources within investigative report.
B/7- Analyze the professional components of investigative report.
B/8- Analyze various styles of editing investigative reports.

c) Professional and practical skills concerned to the course

C/1- Selecting a news story and sets its titles in a professional and ethical manner.
C/2- Examines the topics of the features that include the sources' quotes.
C/3- Examines modern methods of journalism editing and creating attractive competitive titles.

C/4- Selecting interviews that include documents and parallel information.
C/5- Design an issue for a newspaper or magazine that contains various forms of journalistic formats.

General and transferable skills

D/1- Using information technology.
D/2- Working in a research team.
D/3 - Communicating with the research team.

D/4- Using different sources.
D/5- Self-evaluation.

Course Content:

1- Building the news story and preparing the narration report for the news content in the electronic newspapers.
2- Press sources (dealing with sources and patterns of using them in electronic and print content).
3- The specialization of journalistic writing for electronic newspapers (applications and experiences).
4- Feature themes (criteria for selecting the idea, sources, and narration styles).
5- Editing the features introduction and headlines.
6- Interviews (content reconstruction in newspaper websites).
7- Mid-term exam.

8- interviews' ideas in various journalistic interest fields.
9- Sources of interviews.
10- Editing interviews and methods of extracting and writing headlines on websites.
11- Investigative reports (extracting ideas and goals and building content).
12- Patterns of narrating information and opinions and including sources in investigative reports.
13- Investigative reports (the profession elements and standards).
14- Problems of implementing investigative reports.
15- Final exam

Teaching and learning methods:

5/1 Lectures.
5/2 Discussion.
5/3 Presentations using data show programs.

5/4- Dividing the students into teams.
5 - Brainstorming

Student assessment methods:

- Written Exams (Midterm and Final).
- Assignments to evaluate students' abilities of research and investigations.
- Discussing and participating in the lectures





Course Specification

Program: Journalism Academic level :second level F1, F2 "compulsory" Semester: First semester - Second semester	Course name: Press translation (1) Course code: JUR203
Number of credits: Theoretical (1) – Practical (2)	Specialization: Journalism

- **Intended Learning Outcomes:**

- a. Information and concepts:

- A/1- Recognize media terminology in English and be able to translate them skillfully.
 - A/2- Describe the steps for preparing the translated material for publication.
 - A/3- Recognize the linguistic vocabulary skillfully and accurately, according to the texts presented.
 - A/4- Get acquainted with current events in public and political affairs.
 - A/5- Explain the rules of transfer and translation from English to Arabic and vice versa.
 - A/6- Apply the press translation methods.
 - A/7- Clarify political concepts and vocabulary in press materials.
 - A/8- Test the translation of scientific terms in press materials.
 - A/9- Understand the different forms of news in the electronic and print press.
 - A/10 - Employ speed in translating press materials.
 - A/11- Describe the characteristics of readers and the appropriateness of translation methods for them.
 - A/12- Remember the technical steps for translating the different press forms.

- b. Intellectual skills:

- B/1- Analyze the factors affecting journalistic performance in press translation.
 - B/2- Apply simultaneous translation of texts from English to Arabic and vice versa and formulate them in a sound linguistic and journalistic manner.
 - B/3- Suggest new translation methods that suit the reader's characteristics.

- c. Professional and Practical skills:

- C/1- Write or edits press materials in various news forms in a paper or electronic newspaper.
 - C/2- Search for meanings of words quickly and according to the context presented.
 - C/3- Produce a news format that can be published directly.
 - C/4- Translate political vocabulary accurately.
 - A/5- Follow up on all that is new regarding external events that are published in a foreign language and communicates with global sources of information.

- d. General skills:

- D/1- Present a press, scientific, or general report in an attractive manner, after possessing a good linguistic and cognitive output.
 - D/2- Use the Internet.
 - D/3- Deal efficiently with time.
 - D/4- Work in a team in a collective manner.

- **Course Content:**

- 1- Introducing the rules of press translation.
- 2- Press translation methods.
- 3-Application to press translation methods.
- 4-Political concepts and vocabulary in press materials.
- 5- Translating scientific terms in press materials.
- 6- Applying what was previously studied by translating samples of the topics.
- 7-Mid-term exam.
- 8-Getting to know the most important foreign information sources and English-speaking news agencies.
- 9-Training on the speed of translation of press materials.
- 10-The characteristics of the readers and the suitability of the translation methods to them.
- 11-Practical applications.
- 12-Technical steps for translating different press forms.
- 13-The most important translation dictionaries and websites used by the journalist translator.
- 14-Practical applications.
- 15-Final exam.

- **Teaching and learning methods:**

1. The lectures.
2. Translating and editing press and news forms published in a foreign language
3. Presenting and evaluating the forms of press forms after their translation.

4. Holding group discussion groups to explain the methods of translating news press forms.

- Student Assessment Method:

1. The mid-term written exam to assess the student's understanding of press translation techniques.
2. Academic assignments to assess the student's ability and benefit from the theoretical material he obtained during the semester.
3. Discussion and participation in the lecture to assess the student's ability to apply practical steps to translate a foreign press text.
4. A written exam at the end of the semester to assess the student's understanding of all elements of the course.



Course Specifications

University: Cairo
Faculty: Mass Communication
Academic year: 2020/2021

1- Course data:	
Code: JUR402 Title: Management of Press Institutions	Department: Journalism Level: Fourth First and Second Semester - Obligatory
Specialization: Journalism	No of studying units: theoretical 3 / practical: -

Intended Learning Outcomes (ILOs)

a) Information and concepts

- A/1- Explains the concept of press management.
- A/2- Defines the various management functions and activities in the press institutions.
- A/3- Defines the prevailing methods of administrative organization in press institutions.
- A/4- Lists the stages of development of administrative thought.
- A/5- Explains the nature of the economic factors and concepts associated with the press industry.
- A/6- Defines the concept and determinants of newspapers' editorial policies.
- A/7- Lists the methods for editors to acquire the newspaper editorial policies.

- A/8- Determines the factors affecting the editorial policies of newspapers.
- A/9- Lists the different forms of newspaper ownership patterns locally and internationally.
- A/10- Defines the revenue sources of press institutions and the factors affecting them.
- A/11- Describes the relationship between newspapers' funding sources and their editorial policies.
- A/12- Explains the relationship between the administrative and organizational thought prevailing in press institutions and the newspapers' editorial policies.

b) Intellectual skills

- B/1- differentiate between the various management processes and functions.
- B/2- classifies forms of organizational structures for press institutions.
- B/3 - establishes the relationship between administrative and organizational thought and newspaper editorial policies.
- B/4- Analyzes the various effects of press ownership on journalistic performance.
- B/5- Deduce the factors affecting the revenues of press institutions from various sources of funding.
- B/6- analyzes the nature of the variables affecting the management of press institutions and their economies locally and globally.

c) Professional and practical skills concerned to the course

- C/1- designs an alternative plan to develop the prevailing administrative and organizational aspects in press institutions.
- C/2- Designs an administrative and organizational structure for a to-be-issued newspaper.
- C/3- Invents a plan to increase the revenues of press institutions from various funding sources.
- C/4- Designs a model for organizing methods in traditional newsrooms in press institutions.

d) General and transferable skills

- D/1-Using information technology in the various management processes and functions.
- D/2- Using information technology in collecting data and information about journalistic experiences.

- D/3- Work within a team that can carry out specific tasks.
- D/4- Using various sources to conduct research about the issues of the management and economics of press institutions.

Course Content:

- 1- Introduction about the administration of the press institution.
- 2- The concept of the press institution and its objectives.
- 3- The concept of press management and its stages of development.
- 4- The functions of planning and decision-making in press institutions.
- 5- The function of organizing in press institutions.
- 6- The functions of leadership, direction and control in press institutions.
- 7- Mid-term exam.

- 8- Function of organizational communication.
- 9 - The forms of press ownership in Western societies.
- 10- Press ownership conditions in Egypt and its legislation.
- 11- The relationship between the ownership patterns and the economic and administrative performance of press institutions.
- 12- The concept of the newspaper's editorial policy and methods of its acquisition.
- 13- Factors affecting the editorial policies of newspapers.
- 14- The future of press management in Egypt.
- 15- Final exam.

Teaching and learning methods:

- 5/1 Lectures.
- 5/2 Discussion.
- 5/3 Practical exercises.

- 5/4 Case studies.
- 5/5 Dividing students into groups.

Student assessment methods:

- Written (Midterm and Final Exam).
- Assignments.

- Presentations.
- Discussions and in-class participation.





Course Specification

Program: Press Study level :Third ,P1 or P2 “elective ” Semester: First Semester - Second Semester	Course Name: Literary and Artistic Criticism Course code: JUR 307
Number of credits: Theoretical: (3) – Practical (0)	Specialization: General

- **Intended Learning Outcomes:**

- a. Information and concepts:

- A/1- Know modern literary criticism.
 - A/2- Explain criticism (understandable - its types)
 - A/3- Name the characteristics of literary and artistic criticism.
 - A/4- Describe the difference between criticism and criticism.
 - A/5- Explain the different schools of criticism.
 - A/6- List the tools of the critic.
 - A/7- Explain the difference between artistic and literary criticism.
 - A/8- Describe cultural reading.
 - A/9 - Know the rules for criticism in its various forms and arts.
 - A/10 - Describe the literary criticism methods.
 - A/11- Explain the steps of criticizing the novel.
 - A/12- Define the steps of film criticism.

- b. Intellectual skills:

- B/1- Analyze the formation of the integrated knowledge background of the concept of criticism.
 - B/2- Deduce the formation of the integrated knowledge background of the types of criticism.
 - B/3- Infer the integrated knowledge background of the characteristics of criticism .
 - B/4- Infer the integrated knowledge background for the applications of criticism and its tools.
 - B/5- differentiate between critical writings and destructive criticism.
 - B/6- Classify the artistic and literary works in a scientific manner.
 - B/7- Choose the principles that suit each literary and artistic genre.
 - B/8- Form a holistic attitude towards artistic and literary work.

- c. Professional and Practical skills:

- C/1- Reveal the practical principles and foundations upon which he critiques literary and artistic works
 - C/2- Create a plan for literary and artistic criticism.
 - C/3- Comment on some critical articles in newspapers and websites.
 - C/4- Criticize some literary and artistic forms.
 - C/5- Edit some literary materials in journalistic forms.

- D .General skills:

- D/1- Deal efficiently with information sources.
 - D/2- handle time efficiently
 - D/3- Work with one team.
 - D/4- Present a scientific report in an attractive manner.
 - D/5- Think critically.

- **Course Content:**

- 1-Introduction to the study of literary and artistic criticism.
 - 2- Defining literary criticism and its most important elements.
 - 3-Types of literary criticism.
 - 4-Characteristics of literary criticism.
 - 5- Modern criticism schools.
 - 6- Continuing the modern criticism schools.
 - 7-Mid-term exam.
 - 8-Critic tools.
 - 9-Steps to criticizing the novel (theoretical introduction)
 - 10-Criticism of the novel (applied entrance).
 - 11-Criticism of the cinematic film (theoretical introduction).
 - 12-Criticism of the cinematic film (applied entrance).
 - 13-Criticism pages in the press1.
 - 14-Criticism pages in the press2.
 - 15- Final exam

- **Teaching and learning methods:**

1. The lecture.
2. Discussion.
3. Presentations on some literary and artistic works and their criticism in a constructive scientific manner.
4. Divide the students into work teams.

- **Student Assessment Methods:**

1. The mid-term written exam
2. Assignments to assess the student's ability to research and investigation
3. Discussion and participation in the lecture
4. A written exam at the end of the semester



Course Specification

Course name: Specialized Journalism Course Code: JUR 401	Program: Journalism Academic level: Fourth Level Semester: First Semester
Specialization: Journalism	Number of studying units: Theoretical: (2) Practical: (1)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 - Explain the scientific concepts of specialized journalism
- A/2- Describe the steps for preparing a specialized newspaper
- A/3- List the steps for editing each of the press formats
- A/4 Describe the types of specialized newspapers
- A/5 Explain the plan to publish a specialized newspaper

b) Intellectual skills

- B/1- Analyze the factors affecting journalistic performance.
- B/2- Plan to produce a specialized newspaper.
- B/3 select problems related to the profession and develops solutions and different alternatives to them.

c) Professional and practical skills

- C/1- collect press material from its various sources
- C/2- Edit journalistic materials in different news formats in a newspaper

d) General and transferable skills

- D/1 - Deal with the computer.
- D/2 - Use the Internet
- D/3 - Efficient dealing with time

Course Content:

- 1- introduction: the concept of specialized journalism
- 2- Types of specialized newspapers
- 3- Planning to issue a specialized newspaper
- 4- Specialized Religious journalism
- 5- continue Specialized Religious journalism
- 6- Sports journalism
- 7- midterm exam
- 8- continue sports journalism
- 9- Crime Journalism
- 10- Continued Crime Journalism
- 11- Foreign affairs journalism
- 12- Foreign Affairs journalism continued
- 13- Practical applications
- 15-Final exam

Teaching and Learning Methods:

- 1 - Lectures.
- 2- Discussing with students the proposed concepts and models
- 3- Practical exercises
- 4- Practical exercises prepared by students such as applications

Student Assessment Methods:

- 1- The mid-term written exam to assess the student's understanding of the types of specialized journalism
- 2- Academic assignments to assess the student's ability and benefit from the theoretical material obtained during the semester.
- 3- Discussion and participation in the lecture to assess the student's ability to plan a specialized newspaper
- 4- A written final exam at the end of the semester to assess the student's understanding of all elements of the course



Course Specification

Course name: Principles of Journalism layout and Design Course Code: JUR405	Program: Journalism Academic level: Fourth, Mandatory Semester: First semester - Second semester
Specialization: Journalism	Number of studying units: Theoretical: (2) Practical :(1)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 Know newspaper layout and design and its importance.
- A/2 Specify the building blocks of the printed page.
- A/3 describe the typography of the letters of the text.
- A/4- Explain the typography of the letters of the text (the size of the letter).
- A/5- Describe the typography of the letters of the text (the density of the letter).
- A/6- Explain the typography of the letters of the titles.
- A/7- Define pictures and drawings.
- A/8- Describe the colours in printed newspapers.
- A/9- Determine the colours in the newspaper pages.
- A/10- Determine the means of separating the materials.
- A/11- Call the means of separating the materials.
- A/12- Know the means of separating articles in the newspaper.

b) Intellectual skills

- B/1 differentiate between technical styles for news formats.
- B/2 Criticize directorial practices in the Egyptian press.
- B/3 Suggest new production methods that fit the reader's characteristics.

c) Professional and practical skills

- C/1 Choose a design for a newspaper or magazine.
- C/2 Analyze how colors are used in the production of newspapers and magazines.
- C/3 Create a design for a newspaper page.
- C/4 Create a design for an electronic newspaper.

d) General and transferable skills

- D/1 Use information technology.
- D/2 Use different sources to gather information.
- D/3 Lead a research team.
- D/4 Communicate with the team members.

Course Content:

- 1- Journalistic Layout and Design and its importance (general introduction).
- 2- Elements of building the printed page (general entrance).
- 3- Typography of the letters of the text (the shape of the letter).
- 4- Typography of the letters of the text (character size).
- 5- Typography of the letters of the text (character density).
- 6- Typographical lettering of the titles.
- 7- Mid-Term exam.
- 8- Continue the typographical letters of the titles.
- 9- Pictures and drawings.
- 10- Follow up on pictures and drawings.
- 11- colours.
- 12- Continue: colours.
- 13- Means of separating materials.
- 14- Revision and practical applications.
- 15- Final exam.

Teaching and Learning Methods:

- 1 - Theoretical lectures.
- 2- Discussion.
- 3- Specialized readings.
- 4- Presentations.
- 5- Practical training on the computer screen.

Student Assessment Methods:

- 1- Participation in the lecture to assess: the student's comprehension of the theoretical material.
- 2- Assignments of criticism to assess: the student's ability to apply what he has learned.
- 3- Mid Term and final exams to assess: The extent to which the student has benefited from the theoretical and practical material.
- 4- A practical exam to assess the extent to which the student benefits in applying what he has studied in the course.
- 5- Written test to assess: the extent to which the student has benefited temporarily from what he has studied.



Course Specification

Course name: Magazine Layout and Design Course Code: JUR410	Program: Journalism Academic level: Fourth Semester: First semester - Second semester
Specialization: Journalism	Number of studying units: Theoretical: (2) Practical:2 (1)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 Know the scientific concepts of press Layout and Design.
- A/2 Explain the differences between the newspaper and the magazine layout and design.
- A/3 identify the most important methods of designing the magazine.
- A/4 Know the different styles of the different sections of the magazine.
- A/5 Explain the most important methods of making the layout and design of magazines.
- A/6 describe the different cuts of the magazines.
- A/7 Explain the different methods for extracting the different sections of the magazine.
- A/8 describe the output elements of the magazine's pages.
- A/9 specify the audience preferences in the magazine's design.
- A/10 explain the impact of modern printing technology on the magazine's layout and design.
- A/11 explain the layout and design of the electronic magazine.
- A/12 identify the differences between the production of a paper magazine and an electronic magazine.

b) Intellectual skills

- B/1 Select problems related to the profession and analyzes the various solutions and alternatives to them.
- B/2 Suggest new layout and design methods that fit the reader's characteristics.

c) Professional and practical skills

- C/1 Design, implement and do the layout of a page of a printed newspaper or electronic magazine.
- C/2 Design two consecutive pages of a magazine.
- C/3 design entire page articles. C/4 execute the pages.

d) General and transferable skills

- D/1 Present a magazine layout and design project in an attractive manner.
- D/2 Work in a team.
- D/3 Deal efficiently with time.

Course Content:

1. Definition of Magazine
2. Types of Magazines
3. Magazine layout and design Methods
4. Different Cutting Methods
5. Continued Cutting Methods
6. The most important programs used in layout and design
7. Follow the most important programs used in journalism layout and design
8. The output elements of the magazine pages
9. The audience's preferences in the direction of the magazine
10. The effect of modern production technology on the magazine's design

11. Thee-magazine layout and design
12. The projects presentation.

Teaching and Learning Methods:

1. Theoretical lectures.
2. Show illustrations.
3. Discussion.
4. Specialized readings.
5. Practical training on the computer screen.

Student Assessment Methods:

1. Written Exams
2. participation in the lecture
3. Assignments and practical application.



Course Specification

Course name: International Communication Course Code: COM 301	Program: Journalism Academic level: Third Level Semester: First Semester
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: (-)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 - Identify the concept of international Communication.
- A/2- Explain in the development and origin of international Communication.
- A/3- summarize the most important features of international Communication issues
- A/4- Identify the most important issues of international media raised.
- A/5- Select the criteria for USA media power.

b) Intellectual skills

- B/1 Analyze the international media issues according to its characteristics.
- B/2 - Follow-up and monitor of modern issues raised on international media.
- B/3 Conclude the advantages and disadvantages of globalization.

c) Professional and practical skills

- C/1 – Apply international communication features on certain issues.
- C/2 - Design of international communication research on Islam, globalization and public diplomacy

d) General and transferable skills

- D/1 - Browse the internet and search for international communication studies
- D/2 - Translate media studies.
- D/3- Work in groups

Course Content:

- 1- The concept of international communication
- 2- The stages of the development and origin of the international communication
- 3- International communication issues
- 4- Contemporary international communication issues
- 5- Standards for the USA power
- 6- The concept of globalization
- 7- midterm exam
- 8- Advantages and disadvantages of globalization
- 9- The theory of news flow
- 10- International news agencies
- 11- The most important international news agencies
- 12- Public diplomacy
- 13- Theory of civilizations and end of history
- 14- Image of Islam
- 15- Final Exam

Teaching and Learning Methods:

- 1- Lectures
- 2- Presentations
- 3- Open discussions

Student Assessment Methods:

1. Midterm exam to assess the student understanding of the course.
2. Assignments to assess the benefit from the theoretical content.
- 3 - Discussion and participation in the lecture.
4. Written Final Exam



Course Specification

Course name: Photojournalism (1) Course Code: JUR305	Program: Journalism Academic level: Third Semester: First semester
Specialization: Journalism	Number of studying units: Theoretical: (2) Practical:2 (1)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- Knows the scientific concepts of journalism.
- A/2 - Explains the concept of photography.
- A/3- Lists the importance of photography from a journalistic point of view.
- A/4- Describe the parts and functions of the film camera.
- A/5- Explain the parts and functions of a digital camera.
- A/6 - Specify how the camera is used.
- A/7- Explain how to use the digital camera.
- A/8- Describe how to take a good photo.
- A/9- Defines the characteristics of a photojournalist.
- A/10- Enumerates the effects of the image.
- A/11- Knows photojournalism Concepts.
- A/12- Specifies how to select a good picture.

b) Intellectual skills

- B/1- Deduce how to adjust the camera to suit all press cases.

c) Professional and practical skills

- C/1- Use the camera for photojournalism.

d) General and transferable skills

- D/1- Use the computer.
- D/2- Communicate in a critical manner.
- D/3 - Working with the group in a one-team style. D/4- Efficient use of time.

Course Content:

1. Definition of photography, its origin and development
2. The importance of photography from a journalistic point of view.
3. Camera parts and their functions.
4. Digital camera parts and functions.
5. How to use a film and digital camera.
6. How to take a good photo and traits of a photojournalist.
7. Evaluation and use of press photos.
8. Principles and ethics of photojournalism.

Teaching and Learning Methods:

- 1- The lecture.
- 2- The discussion.
- 3- Extra readings.

- 4- Practical training
- 5- Divide the students into work teams.
- 6- Brainstorming.

Student Assessment Methods:

- 1- The mid-term written exam.
- 2- Assignments to assess the student's ability to photograph in an accurate and scientific manner.
- 3- A photojournalistic project to assess the comprehension of the entire course.
- 4- End-of-semester final exam.



Course Specification

Course name: History of the Egyptian Press Course Code: JUR 201	Program: Journalism Academic level: Second Level Semester: First Semester
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: (-)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- Knows the history and development of the Egyptian press.
- A/2- Explains the legislation and laws that have historically regulated the press.
- A/3- The emergence of the press in Egypt with the French campaign.
- A/4- Explains the features of the press during the era of Muhammad Ali.
- A/5- describes the official and civil press in Ismail's era.
- A/6- List the factors of the prosperity of opposition newspapers during the era of Ismail.
- A/7- Explains the press and the Orabi revolution.

b) Intellectual skills

- B/1- Summarizes the different stages of the development of the Egyptian press.
- B/2- Plans to conduct research related to the press.

c) Professional and practical skills

- C/1 - Carry out a scientific research on the history of the Egyptian press.

d) General and transferable skills

- D/1 - Work in a team in a group manner.
- D/2 - Presenting a press or scientific report in an attractive manner.
- D/3 - Discussing specific results.
- D/4- Think critically

Course Content:

- 1- The emergence of the press in Egypt with the French campaign
- 2- The press during the era of Muhammad Ali
- 3- The official press in the era of Ismail
- 4 - The civil press in the era of Ismail
- 5- Factors of the flourishing of the opposition press during the era of Ismail
- 6- The press and the Arab revolution
- 7- The mid-term exam
- 8- Journalism and the first partisan experience
- 9 - The press and the revolution of 1919
- 10- The press and the second partisan experience
- 11- The press and the political rejection organizations
- 12- The press and the social rejection organizations
- 13- The press and the July 1953 revolution
- 14- The March 1954 crisis and its impact on the press
- 15- The end-of-semester exam

Teaching and Learning Methods:

- 1- Theoretical lectures
- 2- Book reviews
- 3- Discussions within the lecture

4- Making reports on some topics

Student Assessment Methods:

1-Mid- Term exam.

2-Conducting group research on the history of journalism

3-Final exam.



Course Specification

Course name: Foreign Press Course Code: JUR 301	Program: Journalism Academic level: Third Level Semester: First Semester
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: (-)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

A/1- Identify the Press systems in the modern world: general characteristics and similarities and differences between them.

A/2- Explains the foreign press in terms of kinds, forms, patrols and languages issued.

A/3- Describes the freedom of the press and its social responsibility.

A/4- Specifies publishing values and press quality standards

A/5- describes the evolution of the ruling theories of the press

b) Intellectual skills

B/1- Distinguish different press systems

B/2- Analyze the causes of success of press systems in the countries of the world.

B/3- Identify the privacy of each journalistic system and its specific cultural identity.

c) Professional and practical skills

C/1- Design the appropriate press material for each country.

C/2- Analyze the press developments worldwide.

d) General and transferable skills

D/ 1 - Deal with the computer.

D/ 2 - Use the Internet.

D/ 3 - deal efficiently with time.

Course Content:

1. Evolution of press theories
2. Press systems around the world
3. Modern press systems
4. Factors and variables that form the press systems
- 5- General characteristics of the American press
6. General characteristics of the European Press
7. Mid term exam
8. General characteristics of Asian press
9. General characteristics of African press
10. General characteristics of the Australian Press
11. International newspapers and magazines
- 12- Foreign Press: Cases and Experiments
13. Practical applications
14. Practical applications
- 15- Final exam

Teaching and Learning Methods:

- 1- Lectures.
- 2- Discussions with students in concepts and models. 3
- 3- Practical assignments by students

Student Assessment Methods:

1. Mid Term Exam to assess the student understanding of the course.
2. Students' assignments to assess the benefit from the theoretical material obtained during the semester.
3. Discussions and participation in the lecture to assess the student's ability to compare different press systems.
4. Final Exam at the end of the semester to assess the student's ability to remember the freedom of the press, social responsibility and functions of human values.



Course Specification

Course name: Journalism Campaigns Course Code: JUR310	Program: Journalism Academic level: Third Semester: First / Second Semester (Elective)
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: -

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1 - Explain the theoretical rooting for the emergence of the trend towards research and investigation in the press.
- A/2 - List the factors affecting the journalistic work environment.
- A/3 - Know the journalism campaign, its characteristics, and the difference between it and other arts.
- A/4 - List the methods of collecting press campaign material.
- A/5 - Describe the methods of publishing and evaluating press campaigns.

b) Intellectual skills

- B/1 - Summarize the factors affecting the journalist's work in press campaigns.
- B/2 - differentiate between the characteristics that distinguish each news format used in the campaign.
- B/3- propose new editorial methods that are compatible with the reader's characteristics by suggesting campaign ideas and themes, methods of gathering information and journalistic forms appropriate for publication
- B/4- analyze the information obtained in accordance with editorial policy and codes of ethics.

c) Professional and practical skills

- C/1 - design and write a measurable goal for a press campaign.
- C/2 - Design a plan to implement the press campaign.
- C/3 - select a press team to implement the campaign.
- C/4 – choose the news formats that will be used in the implementation of the campaign and collect the campaign material.
- C/5 - Use different journalistic formats in a printed newspaper or electronic newspaper.
- C/6 - measure the extent to which the press campaign has achieved the main objective.

d) General and transferable skills

- D/1 - Use the Internet to collect campaign information.
- D/2 - Work in a team
- D/3 - Deal efficiently with information sources.
- D/4 - Present a press, practical or general report in an attractive manner.

Course Content:

- 1 - A theoretical rooting for the emergence of a trend towards research and investigation in the press.
- 2- Factors affecting the journalistic work environment.
- 3- The concept of the press campaign, its characteristics and the difference between it and other arts.
- 4- Steps for preparing and implementing the campaign.
- 5- Types of press campaigns.
- 6- The relationship of press campaigns with investigative journalism.
- 7- Mid-Term exam
- 8- Models of press campaigns at the level of Egypt and the world.
- 9- Controls for working in press campaigns.
- 10 - Press forms used in press campaigns and their functions.
- 11- Sources of press campaigns and methods of collecting their material.
- 12- Methods of publishing and evaluating press campaigns.
- 13- Discussing the press campaigns carried out by the students.
- 14- Evaluating and measuring the effectiveness of the press campaigns that the students plan for.
- 15 - Final Exam

Teaching and Learning Methods:

- 1 - Theoretical lectures.
- 2- Discussion for training on implementing and writing the press forms used in press campaigns and translating this into academic assignments.
- 3- Presenting and evaluating published samples of press campaigns.
- 4 - Holding group discussion groups to explain the methods used in contemporary press campaigns.
- 5- Brainstorming.

Student Assessment Methods:

- 1- The mid-term written test to assess the student's understanding of the course.
- 2- Participation in the lecture to assess the student's comprehension of the theoretical material.
- 3- Assignments related to criticism, evaluation and writing to assess the student's ability to apply what he has learned professionally.
- 4- A written test at the end of the semester to assess the extent to which the student has benefited from the theoretical and practical material.



Course Specification

Course name: Online Journalism Course Code: JUR304	Program: Journalism Academic level: Third Semester: First Semester
Specialization: Journalism	Number of studying units: Theoretical: (1) Practical: 4 (2)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- Determine the technological developments that paved the way for the emergence of electronic newspapers.
- A/2 - Clarify the stages of emergence and development of electronic newspapers.
- A/3- Summarize a comparison between the features of electronic and print newspapers.
- A/4- Discuss the differences between the electronic and print press in terms of content and journalistic art.
- A/5- Identify the repercussions of exposure to the electronic and print press.
- A/6- Explain the concept of interactivity and the different types of interactivity.
- A/7- Distinguish between the different interactive features on the electronic newspaper websites.
- A/8- Describe the characteristics of the audience of electronic newspapers.
- A/9- Summarize the characteristics and skills of the communicator in the electronic newspapers.
- A/10 - Discuss the differences between graphic design and web design.
- A/11- Describe the factors affecting the design of electronic newspapers.
- A/12- Identify the elements and foundations of electronic newspapers design.

b) Intellectual skills

- B/1- Analyze of the current state of press technology. B/2- Classify the points of distinction and weakness in the Egyptian electronic newspapers. B/3- differentiate between the characteristics of electronic and printed writing.
- B/4- Classify the different types of interaction. B/5- Interpret the differences between the audience of electronic and print newspapers. B/6- Deduce the characteristics and skills that an online journalist should possess.

c) Professional and practical skills

- C/1- Apply the methods of writing and editing news materials according to the characteristics of electronic journalism editing.
- C/2- Evaluate the Egyptian electronic newspapers' websites in terms of employing interactive features.
- C/3- Differentiate between the methods of designing electronic newspapers.
- C/4- Design a website for an electronic newspaper.

d) General and transferable skills

- D/1- Deal with computer.
- D/2- Use the Internet.
- D/3 - Discuss and compare everything new in the field of electronic journalism.
- D/4- Working in groups as one-team.

Course Content:

- 1-Technological developments that paved the way for the emergence of electronic newspapers.
- 2-The stages of emergence and development of electronic newspapers.
- 3- The difference between the electronic and print press and the differences between them in terms of content and journalistic art.
- 4-Reflections of exposure to electronic and print newspapers
- 5-Definition of interactive, its features and tools.
- 6-Interactive web and interactive features on newspaper websites.
- 7-Mid Term Exam.8-Audience of electronic newspapers.
- 9-Features and characteristics of the journalist in electronic newspapers.

- 10-Differences between graphic design and web design.
- 11-Factors affecting the design of electronic newspapers.
- 12- Design methods of electronic newspapers.
- 13-Designing an electronic newspaper website.
- 14-The credibility of electronic newspapers.
- 15-Final Exam

Teaching and Learning Methods:

1. Lectures.
2. Discussion.
3. View newspaper websites.
4. Practical training in a computer lab on web design.
5. Divide students into work teams.

Student Assessment Methods:

1. Written Exams.
2. Assignments and discussions to assess the student's ability to research and compare.
3. Practical training for students.



Course Specification

Course name: Modern Egyptian Journalism Course Code: JUR 302	Program: Journalism Academic level: Third Level Semester: Second Semester
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: -

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- Explains the historical development of the modern Egyptian press in the first period
- A/2- Describes the historical development of the modern Egyptian press in the second period.
- A/3- Explains the historical development of the modern Egyptian press in the third period.
- A/4 -Names the legislations regulating the Egyptian press in the first period.
- A/5- knows the legislation regulating the Egyptian press in the second period.

b) Intellectual skills

- B/1- Infer the difference between the different stages of the development of the Egyptian press
- B/2 - Summarizes the legislation and laws regulating journalistic work.
- B/3 - Analyzes the current reality of the contemporary Egyptian press.

c) Professional and practical skills

- C/1 - Creates the article related to the conditions of the modern Egyptian press.
- C/2- Analyzes the different stages of the development of the modern Egyptian press.
- C/3- Designs a scientific research on one of the problems of the modern Egyptian press

d) General and transferable skills

- D/1 Work in a team.
- D/2 - Use information technology.
- D/3- Use different sources to gather information.

Course Content:

- 1- The historical development of the modern Egyptian press (first period)
- 2- The historical development of the modern Egyptian press (the second period)
- 3- The historical development of the modern Egyptian press (the third period)
- 4- The legislation governing the Egyptian press (the first period)
- 5- Legislations regulating the Egyptian press (second period)
- 6- Legislation regulating the Egyptian press (third period)
- 7- Mid-Term exam
- 8- Political challenges facing the modern Egyptian press
- 9- Cultural challenges facing the modern Egyptian press
- 10- Economic challenges facing the modern Egyptian press
- 11- Local media challenges
- 12- Arab media challenges
- 13- International Media Challenges
- 14- Practical applications
- 15- Final exam

Teaching and Learning Methods:

- 1- Theoretical lectures
- 2- Divide the students into groups
- 3- Readings in the field of specialization

Student Assessment Methods:

- 1- Mid-term written exam.
- 2- Research and assignments to assess the student's ability to research.
- 3- Discussion and participation in the lecture.
- 4- Written Final Exam



Course Specification

Course name: Public opinion Course Code: COM 205	Program: Journalism Academic level: Second Level Semester: Second Semester
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: (-)

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A/1- State The importance of public opinion
- A/2- recognize the origin of public opinion
- A/3- Identify the factors highlighted the importance of public opinion
- A/4- explain the stages of scientific thinking in public opinion phenomenon
- A/5- distinguish the difference between belief, direction, opinion and behavior

b) Intellectual skills

- B/1- Analyzes strengths, weaknesses and factors affecting public opinion
- B/2- analyzes how to create a public opinion on a particular phenomenon
- B/3- distinguishes between different types of public opinion

c) Professional and practical skills

- C/1- Evaluate the most important international and Arab media institutions playing an important role in forming public opinion
- C/2- To illustrate the impact of public opinion on the elections
- C/3- analyze the media content provided in the light of the concept and impact of public opinion

d) General and transferable skills

- D/1- Use the Internet to collect information on public opinion relationship with the political system.
- D/2- Make a report on one of the media acts
- D/3- Discuss and compare different views

Course Content:

1. Importance of public opinion
2. Stages of scientific thinking in the phenomenon of public opinion
3. Public opinion topics
4. The most important characteristics of public opinion
5. Types of public opinion in terms of time
6. Division of public opinion in terms of culture and change
7. Midterm exam
8. Properties of public opinion as a social phenomenon
9. Stages of public opinion
10. Public opinion goals
11. Public opinion surveys
12. Preparation of a survey form
13. Improved promotion techniques in public opinion
14. Relationship of public opinion on the democratic system
15. 15- Final Exam

Teaching and Learning Methods:

1. Lectures

2. presentations
3. Open discussions

Student Assessment Methods:

1. Midterm Exam to assess the student understanding
2. Student assignments to assess the student's ability on research and investigation.
3. Discussion and participation in the lecture.
- 4 - Final exam at the end of the semester.



Course Specification

Course name: Arab Journalism Course Code: JUR 206	Program: Journalism Academic level: Second Level Semester: Second Semester
Specialization: Journalism	Number of studying units: Theoretical: (3) Practical: -

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

A/1 - Describe the history and development of the Arab press.

A/2 - know the laws that have historically regulated the press.

A/3 - Describe the emergence of the press in the Arab world with the French campaign

A/1 - Explain an overview of the development of the Arab press since the pre-Islamic era through the beginning of Islam and the Abbasid and Mamluk eras and ending with the modern Arab press

A/5 – Identify the first Arab newspaper

b) Intellectual skills

B/1- Distinguish between the different stages of the development of the Arab press.

B/2 - Plan to conduct research related to the Arab press

B/3- Analyze the role of the Arab press in confronting the occupation and Zionism and globalization issues.

c) Professional and practical skills

C/1- Design research papers describing the current reality of the Arab press.

C/2 - Analyze the problems of the Arab press.

C/3- Examine the laws that have historically organized the press.

d) General and transferable skills

D/1- Working in a team within collective research groups.

D/2- Using different sources to gather the information included in the research.

D/3- Self-evaluation of the research group and the submitted research

Course Content:

1 - The emergence of the press in the world

2- Signs of the emergence of the press in the Arab world

3- The press in the modern era

4 - The first pioneers of the Arab press

5- The press in the Levant

6- The press in Egypt

7 - Mid-term exam

8-Journalism in North Africa

9 - Journalism in the Gulf

10 - The Arab press and the revival of the national renaissance

11 - Syndicates of journalists and their political role

12- The professional role of journalists' unions

13- The role of the press in confronting penetration and issues of globalization and dependency

14- Practical applications

15- Final Exam

Teaching and Learning Methods:

1- Theoretical lectures

2- Presentations

3- General discussions

Student Assessment Methods:

- 1-Group research to assess students' comprehension of course topics.
- 2-Mid Term exam to assess students' understanding of the theoretical lessons
- 3-Final exam to assess the total benefit that they obtained from a theoretical and practical point of view.