



Summaries of The English Mass Communication Program Courses Specifications



ملخص توصيف مقرر دراسي

جامعة القاهرة
كلية الإعلام
القسم: الشعبة الإنجليزية
العام الدراسي: ٢٠٢٠-٢٠٢١

١- بيانات المقرر:		
الفرقة/ المستوى: الأولى	اسم المقرر: لغة عربية I	الرمز الكودي:
	COMM100	
التخصص: عام	عدد الوحدات الدراسية: نظري: ٣ / عملي: _____	

• مخرجات التعلم المستهدفة:

- أ. المعلومات والمفاهيم: أ/ ١/ يتعرف قواعد اللغة العربية الأساسية. أ/ ٢/ يتعرف كيفية توظيف معرفته بقواعد اللغة العربية في كتابة المقالات بأنواعها. أ/ ٣/ يتعرف على طريقة تحليل النصوص الأدبية الشعرية. أ/ ٤/ يتعرف على كثير من الأخطاء اللغوية والنحوية والإملائية الشائعة. أ/ ٥/ يتعرف ضوابط تحرير النصوص وطرق الكتابة الإملائية السليمة الخالية من الأخطاء اللغوية والإملائية والأسلوبية. أ/ ٦/ يتعرف على كيفية قراءة النصوص الإعلامية قراءة جهرية صحيحة. أ/ ٧/ يتعرف على كيفية صياغة العبارات العددية بشكل صحيح. أ/ ٨/ يتعرف على قواعد رسم الهزات. أ/ ٩/ التعرف على الأخطاء الشائعة في الكتابة الصحفية.
- ب. المهارات الذهنية: ب/ ١/ يستنتج الأخطاء الإملائية والأسلوبية والتركيبية الواردة في النصوص يصححها. ب/ ٢/ استنتاج ضوابط تحرير النصوص وطرق الكتابة الإعلامية السليمة. ب/ ٣/ يستنبط مواضع الأخطاء الشائعة في العمل الإعلامي. ب/ ٤/ يستخرج الأفكار الرئيسية في المقالات والأخبار والمواد الإعلامية لتلخيصها وإعادة صياغتها. ب/ ٥/ يستنبط استراتيجيات الإقناع في العمل الإعلامي.
- ج. المهارات المهنية: ج/ ١/ يطبق قواعد الكتابة الصحيحة في العمل الإعلامي. ج/ ٢/ يصوب الكتابات والمواد الإعلامية بطريقة علمية صحيحة. ج/ ٣/ يصوغ العبارات العددية بشكل صحيح ويطبق قواعد رسم الهزات في العمل الإعلامي. ج/ ٤/ يطبق مهارات التعرف على الأخطاء الشائعة في الكتابة الصحفية. ج/ ٥/ يوظف المهارات اللغوية في إنتاج أو تحرير مادة إعلامية. ج/ ٦/ يوظف مهارات التلخيص وإعادة الصياغة في إعداد مادة إعلامية.
- د. المهارات العامة: د/ ١/ العمل بكفاءة ضمن فريق العمل. د/ ٢/ استخدام مهارات الاتصال. د/ ٣/ إدارة الوقت المتاحة بكفاءة. د/ ٤/ تطوير مهارات الكتابة في تخصصه في المجتمع. د/ ٥/ تنمية التفكير الإبداعي والعصف الذهني.

• المحتوى:

- ١/ التعريف بالمقرر، وبيان أهدافه، والنهج المتبع فيه. ٢/ قواعد رسم الهزات (في أول و وسط و آخر الكلمة). ٣/ قواعد رسم الهزات (في أول و وسط و آخر الكلمة) + تدريبات. ٤/ صياغة العبارة العددية + تدريبات. ٥/ صياغة العبارة العددية + تدريبات. ٦/ ميد ترم. ٧/ قصيدة بلدي احببتك يا بلدي + تدريبات على القراءة و الأداء الصحيح وتحليل المضمون. ٨/ الأخطاء الشائعة في العمل الإعلامي. ٩/ استخدام علامات الترقيم في العمل الإعلامي. ١٠/ مهارات الأداء الإذاعي لنشرات الأخبار. ١١/ كيف تنمي قاموسك الإعلامي (تحليل للعبارات الاصطلاحية في الأعمال الصحفية والإعلامية). ١٢/ تدريبات عامة.

• أساليب التعليم والتعلم:

- ١/ المحاضرات. ٢/ التدريبات العامة و المناقشات. ٣/ عصف ذهني. ٤/ الواجبات المنزلية. ٥/ البحث عبر الإنترنت. ٦/ تقسيم الطلاب إلى مجموعات عمل باستخدام غرف الاستراحة على منصة BlackBoard

• نظام التقييم والتقويم:

- ١/ الاختبار التحريري لمنصف الفصل الدراسي. ٢/ التكاليف الدراسية لتقييم قدرة الطالب على البحث والتقصي. ٣/ المناقشة والمشاركة في المحاضرة. ٤/ اختبار تحريري في نهاية الفصل الدراسي.

رئيس مجلس القسم العلمي : أ.د. شيماء ذو الفقار

أستاذ المادة : د. علاء رأفت و د. حمودة المصري



ملخص توصيف مقرر دراسي

جامعة القاهرة
كلية الإعلام
القسم: الشعبة الإنجليزية
العام الدراسي: ٢٠٢٠-٢٠٢١

١ - بيانات المقرر:		
الفرقة/ المستوى: الأولى	اسم المقرر: لغة عربية ٢	الرمز الكودي COMM101
عدد الوحدات الدراسية: نظري: ٣ / عملي: _____		التخصص: عام

• مخرجات التعلم المستهدفة:

أ. المعلومات والمفاهيم: ١/ يتعرف قواعد اللغة العربية في كتابة المقالات بأنواعها. ٢/ يتعرف كيفية توظيف معرفته بقواعد اللغة العربية في كتابة المقالات بأنواعها. ٣/ يفسر بعض الدراسات الأدبية. ٤/ يتعرف على طريقة تحليل النصوص الأدبية الشعرية. ٥/ يستنتج بنفسه المهارات اللغوية التي يحتاج إليها في الكتابة. ٦/ يتعرف على كثير من الأخطاء اللغوية والنحوية والإملائية الشائعة. ٧/ يحلل معارفه النحوية والبلاغية على بعض النصوص الشعرية من عصور مختلفة. ٨/ يختار معارفه النحوية والأسلوبية في تلخيص دراسة أدبية بأسلوبه. يتعرف ضوابط تحرير النصوص وطرق الكتابة الإملائية السليمة الخالية من الأخطاء اللغوية والإملائية والأسلوبية.

ب. المهارات الذهنية: ١/ تحليل الأخطاء النحوية الواردة في النصوص وتصحيحها. ٢/ استنتاج الأخطاء اللغوية في النصوص. ٣/ استنتاج الأخطاء الإملائية والأسلوبية في النصوص. ٤/ استنتاج ضوابط تحرير النصوص وطرق الكتابة الأدبية السليمة. ٥/ التحليل النقدي للأشعار.

ج. المهارات المهنية: ١/ تطبيق الكتابة الصحيحة من الأخطاء. ٢/ تحليل مناطق الخلل في النصوص وتصويبها. ٣/ تطبيق بعض القواعد النحوية من كتب النحو المتخصصة وعرضها في المحاضرة. ٤/ تقييم موضوع من موضوعات الكتاب بطريقة علمية وفقا للمنهج الذي تم شرحه.

د. المهارات العامة: ١/ العمل بكفاءة ضمن فريق العمل. ٢/ استخدام مهارات الاتصال. ٣/ إدارة الوقت المتاحة بكفاءة. ٤/ تطوير مهارات الكتابة. ٥/ استخدام الإنترنت بكفاءة في البحث والاطلاع. ٦/ تنمية التفكير الإبداعي والعصف الذهني.

• المحتوى:

١/ التعريف بالمقرر، وبيان أهدافه، والنهج المتبع فيه. ٢/ تدريبات خاصة بالأخطاء الشائعة، وقراءات لقصيدة لفاروق شوشة، ومراجعة على قواعد نحوية وبلاغية. ٣/ تدريبات خاصة بالأخطاء الشائعة، وتحليل لقصيدة فاروق شوشة لغويا ونحويا وبلاغيا، ودراسة موضوع بعنوان مدخل إلى شعر فاروق شوشة من الكتاب المقرر. ٤/ تدريبات خاصة بالأخطاء الشائعة، وقراءات لقصيدة لأنس داود وتحليلها لغويا ونحويا وبلاغيا. ٥/ تدريبات خاصة بالأخطاء الشائعة، ودراسة موضوع بعنوان أنس داود: شاعرا غنائيا من الكتاب المقرر. ٦/ ميد ترم ٧/ قراءات لقصيدة لمحمود حسن إسماعيل وتحليلها لغويا. ٨/ دراسة القواعد الخاصة بكتابة العدد وتمييزه. ٩/ تدريبات خاصة بالأخطاء الشائعة، وقراءات حرة لنصوص من اختيار الطلبة، ودراسة موضوع بعنوان حكاية عربية في الأدب الإسباني من الكتاب المقرر. ١٠/ تدريبات خاصة بالأخطاء الشائعة، ودراسة موضوعين من الكتاب المقرر بعنوان مجمع الأحياء، والمخطوط القرمزي رواية إسبانية. ١١/ دراسة موضوع بعنوان ديوان شوقا إليك من الكتاب المقرر، مقدمة عن أنواع المقالات وقراءات لنماذج من مقالات أعدتها الطلاب. ١٢/ تسلم الأبحاث ومناقشتها، ومراجعة على ما سبق، والتدريب على نماذج امتحانية.

• أساليب التعليم والتعلم:

١/ المحاضرات. ٢/ التدريبات العامة والمناقشات. ٣/ عصف ذهني. ٤/ الواجبات المنزلية. ٥/ البحث عبر الإنترنت. ٦/ تقسيم الطلاب إلى مجموعات عمل باستخدام غرف الاستراحة على منصة BlackBoard.

• نظام التقييم والتقييم:

١/ الاختبار التحريري لمنتصف الفصل الدراسي. ٢/ التكاليف الدراسية لتقييم قدرة الطالب على البحث والتقصي. ٣/ المناقشة والمشاركة في المحاضرة. ٤/ اختبار تحريري في نهاية الفصل الدراسي.

رئيس مجلس القسم العلمي: أ.د. شيماء ذو الفقار

أستاذ المادة: د. علاء رأفت و د. حمودة المصري



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Academic year: 2021-2022

Department: English section

Course specifications

1-Course Data: -Code: COMM 302 - Title: English 1 - Level: first - No of studying units: Theoretical: 3 / Practical: -

2-Overall aims of the course: students should have their reading skills, writing skills improved. And the students should be able to write and criticize essays.

3-Intended Learning Outcomes of course (ILOs): **A-Information and concepts:** a/1- Recognize the different punctuation rules. a/2- Recognize the different capitalization rules.

a/3- recognize English sentence structure a/4- state the rules of writing an essay focusing on the form . a/5- identify the rules of writing an essay focusing on content a/6- learn different grammatical rules while writing an essay. a/7- acquire essential skills for reading English sentence in a good manner. a/8- understand the concept of literary projection. a/9- recognize the difference between British and American English. **B-Intellectual skills:** b/1- discuss how to select suitable vocabulary for different topics b/2- investigate different capitalization and punctuation rules. b/3- distinguish how to correctly build an English sentence b/4- analyze the rules of writing an essay focusing on content. b /5- differentiate between British and American English vocabulary. b/6- differentiate between British and American English pronunciation

C- Professional and practical skills concerned to the course: c\1- apply the rules of writing focusing on form in terms punctuation and capitalization rules c\2- apply the rules of writing focusing on content c\3- write essays on certain selected topics in class c\4- criticize various literary formats (e.g. Salah Jahin's and Ahmed Foad Negm's poems) c/5- criticize various essays presented throughout the classes.

D- General and transferable skills: D-1- Develop and enhance teamwork and time management skills D-2- Develop presentations skills D-3- Develop research and analytical skills. D-4- Improve writing skills D-5- Improve English language and translation D-6- Develop/Improve web surfing and computing skills D-7- Practice creative thinking and brainstorming

4-Course contents: Basic Punctuation & Capitalization rules - Basic Punctuation & Capitalization rules - Exploring sentence structure Exploring sentence structure - Rules of Writing an Essay Focusing on Content - Midterm exam - Rules of Writing an Essay Focusing on Content - Rules of Writing an Essay Focusing on Content - Rules of Writing an Essay Focusing on Form - Rules of Writing an Essay Focusing on Form - Final Presentation

5-Teaching and Learning methods: Lecturing - Discussion - dividing students into groups using the breakout rooms on the black board platform - Presentation 6- Teaching and learning methods for limited skills students: providing the content on CD, so that it can be easily changed to Braille style of writing so that it would be usable for blinds (when found) - dividing students into small work groups - if some couldn't attend the exam, there would be Make Up exams.

7-Student assessment methods: A-Methods used: Midterm -Final Exam B- Assessment schedule: Week

1,2,3,4,5,7,8,9,10,11&12: assignments - Week 6: Midterm exam - Week 13: Final exam C-Weighting of assessments: Coursework 30% - Midterm 20% - Final exam 50% 8-List of references: A-Course notes: the assigned text book, and several writing exercises on format and content B-Essential books (text books): Alice Oshima, Ann Hogue, Introduction to Academic Writing, 2007 USA: Longman C-Recommended book: Oshima, A. & Hogue, A. (2007) An Introduction to Academic Writing, Pearson: NewYork, 3rd edition. D-Scientific periods& websites:

http://web.anglia.ac.uk/anet/students/documents/2010/helpful-guide-to-essay-writing.pdf - http://www.internationalstudent.com/essay_writing/essay_tips/

Course coordinator: Dr. Dalia Azmy

Head of Department: Prof.Dr. Nermeen Al-Azrak



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Academic year: 2021-2021

Department: English section

Course specifications

1-Course Data: -Code: COMM 103 - Title: English 2 - Level: first - No of studying units: Theoretical: 3 / Practical: - **2-Overall aims of the course:** Acknowledge the informational and intellectual skills related to improving their reading and writing skills and the practical skills related literary analysis and criticism.

3-Intended Learning Outcomes of course (ILOs): A-Information and concepts: a/1 learn about the author of the novella George Orwell. a/2 know the literary themes included in the novella Animal farm a/3 learn the literary genre reflected in the novella's characters a/4 know the method of narration applied in the novella. a/5 learn the literary plot included in the novella. a/6 To know the satire format of the novella. a/7 know how the novella was a lament for the Russian revolution and other revolutions. a/8 learn about the literary projection reflected in the novella's characters. a/9 learn about the literary projection reflected in the novella's events. **B-**

Intellectual skills: b/1 To analyze different elements of English literature including narration style, plot, characters. b/2 To apply an analysis of the different elements of the novella animal farm. b/3 To distinguish how to build critical essay in appropriate language. b/4 To analyze extracts from animal farm. b/5 to distinguish various aspects of literary projection. **C- Professional and practical skills**

concerned to the course: c/1 To develop their ability literary analysis. c/2 To develop their skills of literary criticism. c/3 To Write correct analytical essays using appropriate linguistic structure. c/4 To apply the rules of Grammar and structure while writing.

D- General and transferable skills: D-1- Develop and enhance teamwork and time management skills D-2- Develop presentations skill D-3- Develop research and analytical skills. D-4- Improve writing skills D-5- Improve English language and translation D-6- Develop/Improve web surfing and computing skills D-7- Practice creative thinking and brainstorming

4-Course contents: Background on the novel as a literary genre focusing on the author - Background on the novel as a literary genre focusing on the themes - Background on the novel as a literary genre focusing on the characters - Background on the novel as a literary genre focusing on the method of narration - Background on the novel as a literary genre focusing on the Plot - Mid-term exam - Background on the novel as a literary genre focusing on the style - The novella's different elements and its satire form - Animal Farm being a lament for the Russian Revolution and how it can be a lament for all revolutions - Analysis of literary projection in the novella - Revision

5-Teaching and Learning methods: Lecturing - Discussion - dividing students into groups using the breakout rooms on the black board platform - Presentation

6- Teaching and learning methods for limited skills students: Dividing them into subgroups - Making make up exams for students who have excuses - Make the exam in braille for blind students, if it's difficult for them to be examined on the Blackboard platform

7-Student assessment methods: A-Methods used: Midterm - assignments, discussions, Final Exam **B- Assessment schedule:** Week 1,2,3,4,5,7,8,9,10,11&12: assignments - Week 6: Midterm exam - Week 13: Final exam **C-Weighting of assessments:** Coursework 30% Midterm 20% - Final exam 50%

8-List of references: A-Course notes: English Readings and several writing exercises on format and content.

B-Essential books (text books): Readings of various novels, books, articles and journals **C-Recommended book:** Encyclopedia of Contemporary Literary Theory **D-Scientific periods& websites:** <http://web.anglia.ac.uk/anet/students/documents/2010/helpful-guide-to-essay-writing.pdf> , http://www.internationalstudent.com/essay_writing/essay_tips/, <https://www.cliffsnotes.com/literature/a/animal-farm/>

Course coordinator: Dr. Dalia Azmy

Head of Department: Prof. Dr. Shaimaa Zulfakar

Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English Section

Academic year: 2021/2022

course specifications 1- Course data: Code: COMM 104 Title: Computer Essentials Level: first level No of studying units: 3 Theoretical: 3 / practical: 2- Overall aims of course: At the end of the course the student will be able to: acquire knowledge skills related to computer applications and hardware, and recognize basic applications used in media field. 3-

Intended learning outcomes of course (ILOs) a) Information and concepts A/1 name computer components A/2 Recognize the different computer applications in mass media A/3 define computer operating system A/4 illustrate hardware and software A/5 identify scanner, printer A/6 identify computer, laptop, tablet A/7 recognize word processing software A/8 recognize storage systems A/9 list the benefits of internet A/10 recognize multi media and internet. A/11 illustrate digital camera A/12 identify computer networks b) Intellectual skills B/1 illustrate computer components b/2 illustrate operating systems. b/3 realize computer hardware and software b/4 compare between scanner and printer b/5 explain word processing software b/6 explain multimedia and internet b/7 explain digital camera b/8 Gain a profound understanding of computer networks c)

Professional and practical skills concerned to the course C/1 apply word processing software. C/2 use computer application in good manner. C/3 understand new tendency in computer field. c/4 Conduct plans, campaigns and designs using different computer applications and programs c/5 use storage systems, printer, laptop, internet d) General and transferable skills D/1 Develop and enhance teamwork and time management skills D/2 Develop presentations skills D/3 Develop/Improve web surfing and computing skills D/4 Practice creative thinking and brainstorming

5- teaching and learning methods: 5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups 5/4 Interaction between the students through participating in class activities 5/5 Dividing the students into working groups using the breakout rooms on the Blackboard platform 6- Teaching and learning methods for limited skills students: 6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on facebook group 6/3 Dividing them into small groups (if they existed) 6/4- Make the exam in Braille for the blind students if it's difficult for them to be examined on the Blackboard platform 7- Student assessment methods: a) Methods used: 7/A/1 Written Mid-Term Exam 7/A/2 Assignments to evaluate the students' ability to research and investigate 7/A/3 Discussing and participating in the lectures 7/A/4 Written Final Exam b) Assessment schedule: 7/b/1 -Mid-term Exam: Week 6 7/b/2 - (Assignment 1): Week 1 , 7/b/3 (Assignment 2): Week 2 , 7/b/4 (Assignment 3): Week4 7/b/5 (Assignment 4) : Week 7 7/b/ 6(Assignment 5) : week 8 7/b/7 -Final Exam: Week 13 Week 1 Assignment Week 2 Assignment Week 4 Assignment Week 6 Mid term exam Week 7 Assignment Week 8 Assignment Week 13 Final exam c) Weighting of assessments: Evaluation Schedule Percentage Mid-Term Exam Week 6 20% Class Work as Assignments and Participation Week 1, Week 2, Week 4 Week 7 Week 8 30% Final Exam Week 13 50% Total 100% 8- List of references: a) Course notes: Computer essentials and applications: dr. Mohamed taymour. b) Essential books (text books) Computer essentials and applications: dr. Mohamed taymour.

Course Coordinator :Dr. Mostafa Yaacoub

Head of Department : Dr. Nermin AlAzrak



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English

Academic year: 2021-2022

course specifications

-Course Data: -Code: COMM 105 -Title: Business communication -Level: first -No of studying units: Theoretical 3 / Practical:

- Overall aims of the course: Gain the information skills of business communication, besides the intellectual skills of the flow of communication between levels of business sectors and how they deal with each other, also gain practical skills of how after graduating he can easily work using this information about business sectors and its communication levels. **3- Intended learning outcomes of course (ILOs):**

1- Information and concepts: a.1. Explain the definitions of business communication. a.2. illustrate purpose and nature of communication. a.3. Demonstrate channels of business communication (upward, downward, horizontal and vertical) a.4. order different levels of business communication. a.5. compare different sectors of business (governmental Vs private) a.6. Develop perception and its concepts. a.7. Use encoding and decoding skills. a.8. explain Feedback and its usage. a.9 explain the hierarchy and flow of communication within any organization. a.10 Differentiate between the nature of organizations and the kinds of sectors. a.11 Discuss the market share. a.12 Demonstrate the guidelines to successful business communication strategies. **B- Intellectual skills:** b.1- Analyze business sectors and types. b.2- Detect proper flow of communication within any business sector. b.3- Examine levels of communication within organizations. b.4- Differentiate between upward and downward communication, horizontal and vertical ones. b.5- Improve communication within business sectors. **C-Professional and practical skills concerned to the course:** c.1- Improve his skills of communication. c.2- Manage communication among different levels. c.3- Improve perception and apply its concepts. c.4- Formulate feedback and its usage. c.5- Apply business communication strategies. **D-General and transferable skills:** d.1- Use the internet to collect data about business communication. d.2- work within a group to enhance the spirit of team work. d.3- present reports and researches about business communication, levels of communication, perception and feedback. d.4- discuss and compare different levels of communication in different types of business sectors. **4-Course Contents:** Definitions of business communication and difference between business communication and business sector - Methods of business communication (mails, web, reports, telephone meetings etc) - Nature and purpose of communication with examples - Influences of behavior (reinforcing Vs aversive stimuli) - levels of communication (superior Vs subordinate, upward vs. downward, horizontal vs. vertical) - 7 Myths and realities about nature of communication - 7 Myths and realities about nature of communication (continued) - variables of communication process and characteristics of effective feedback_ - Encoding and decoding skills - Perception and its concepts - Revision. **5-Teaching and learning methods:** Lectures - Discussions - PowerPoint presentations- class work exercises - projects **6-Teaching and learning methods for limited skills students:** provide the content on a CD to be easy to change it to Braille method (for blinds) - dividing them to groups (if exist) - In case of absence in midterm, provide an incomplete exam for them. **7-Student assessment methods:** **A-Methods used:** Assignments- Midterm Exam- Discussions in the lecture- Class work and projects **B-Assessment schedule:** Week 2,3&4: assignments- Week 5&6: project- Week 8,9&10: assignments **C-Weighting of assessments:** Midterm exam or project 20% - Assignments and C.W 30% - Final exam 50% **8-List of references:** **A- Course notes:** PowerPoint presentations and notes **B-Essential books (text book):** Business and Administrative Communication 9th Edition by Kitty Locker (Author), Donna Kienzler (Author) 11th edition **C-Recommended books:** Improving Business Communication Skills, Deborah Britt Roebuck, Kennesaw State College **D-Scientific periods &websites:** <http://job.sagepub.com>

Course coordinator: Dr. Hayat Badr

Head of Department: Prof. Dr. Nermeen Al-Azrak

Templates for course specifications University: Cairo Faculty: Mass Communication Department: English section Academic year:2021/2022 course specifications

- 1- Course data: Code: COMM106 Title: current political issues Level: first level No of studying units: Theoretical: 2 / practical:1
- 2- Overall aims of course: At the end of the course the student will be able to: acquire cognitive skills related to political thinking in different stages, in addition to the identification of the state in terms of its concept, and bases, and main functions, and basic authorities, The role of political parties, civil society, and public opinion.
- 3- Intended learning outcomes of course (ILOs) a) Information and concepts A / 1 to recognize the political thought in different stages A / 2 to recognize the issue of freedoms. A / 3to investigate the role of the state in terms of its concept, and bases, and functions. A / 4to know types of political systems. A / 5 to recognize the role of political parties in the electoral systems. A / 6to discuss the role of lobbyists. A/7 Define basic political concepts, and its relationship to different media studies. A/8 Recognize the relationship between the media and political parties. A/9To differentiate between issues of Power, sovereignty, International relations, peace and conflict. A/10To acquire the essential characteristics and inter-relationships of the legislature, the executive and the judiciary. A/11To Identify similarities and differences between aspects of the political systems studied. A/12To understand the rights and responsibilities of the individual.
Intellectual skills B / 1 to compare the political systems; old, new, socialist and Islamic. B / 2 to realize the issue of freedom in the context of political theory. B / 3 to illustrate the role of the state, and its core functions. B / 4 to analyze the role of civil society. B/5 to develop an understanding of the local, national, international and global dimensions of political activity. B/6 to investigate the political issues affecting their own lives.
b) Professional and practical skills concerned to the course C/1 use a wide range of sources of information to compare and contrast different political systems c/2 Develop an understanding of the political processes of different political systems. C/3Utilize a wide range of sources of information to interpret and evaluate electoral data. C/4 Develop an understanding of the dominant ideas, issues and other complex factors which contribute to the electoral performance of Egyptian political parties. c/5 Evaluate a wide range of electoral data.
c) General and transferable skills d/1 to use internet and databases to collect information d/2 present a report on electoral systems and its application in reality d/3 develop research and analytical skills. d/4 To practice creative thinking and brainstorming. d/5 To Improve web surfing skills. d/6 To enhance teamwork and time management skills.

4- Course contents:

Week	Course	Practical	Theoretical	Project
1	Introduction to the course			
2	Concepts of political systems			
3	Concepts of political systems			
4	Concepts of political systems			
5	Concepts of political systems			
6	Concepts of political systems			
7	Concepts of political systems			
8	Concepts of political systems			
9	Concepts of political systems			
10	Concepts of political systems			
11	Concepts of political systems			
12	Concepts of political systems			

- 5- teaching and learning methods: 5/1 lecture 5/2 discussions 5/3 Group presentations 5/4 Dividing the students into working groups using the breakout rooms on the Blackboard platform 6- Teaching and learning methods for limited skills students: 6/1 make the course content available on CDS to transfer it easily to Braille (Blind students). 6/2 divide them into small groups 6/3 if some of the students did not attend the mid term exam arrange another date 6/4- Providing the students with the course content on the Facebook group 6/5 Make the exam in Braille for the blind students if it's difficult for them to be examined on the Blackboard platform 7- Student assessment methods: a) Methods used: 7/A/1 Written mid term exam 7/A/2 course work to assess the student's ability to research and investigation 7/A/3 participation and discussions in the lectures 7/A/4 written final exam b) Assessment schedule: Week Assignment Week 2 Assignment 1 Week 6 Midterm Project Week 13 Final exam c) Weighting of assessments: assessments schedule Percentage Mid term exam Week 6 20% Course work week 8 30% Final exam Week 13 50% Total 100%
- 8- List of references: a) Course notes:Power point presentations
b) Essential books (text books)
Comparative Politics

c) Recommended book: □ Hassan, A. (2015). Media, revolution, and politics in Egypt: The story of an uprising.

□ Robertson, A. (2015). Media and Politics in A Globalizing World.

□ Mutz, Diana C. (2015). In-your-face Politics: The Consequences of Uncivil Media

□ Maarek, J,P& Wolfsfeld, G.(2003). Political communication in a New Era: A Cross National Perspective.Routledge.

□ Foster, S.(2010). Political Communication. Edinburgh University Press

d) Scientific periods, websites, etc. □ Seyd, B.(2015). How do Citizens Evaluate Public Officials? The Role of Performance and Expectations on Political Trust. Political Studies, 63,73-90.

Course Coordinator : Dr. Dina Talaat

Head of Department : Dr. Nermine AlAzrak



Templates for course specifications

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

Course specifications

1- Course data:		
Code: COMM107	Title: Principles of Economics	Level: First
No of studying units: 3 hours theoretical 2 / practical: 2		

Intended Learning Outcomes (ILOs)

a) Information and concepts

a/1 Recognize the difference between macroeconomics and microeconomics and the basic principles of economics.

a/2 Grasp the main economic problem of scarcity and efficient use of resources.

a/3 Recognize microeconomic principles related to decision making, costs, efficient resource allocation, and

b) Intellectual skills

b/1 Subdivide different microeconomic and macroeconomic methodological tools into mathematical and diagrammatical methods of analysis to explain microeconomic issues.

b/2 Analyze the characteristics of alternative microeconomic and macroeconomic models.

b/3 Link economics with other social branches to facilitate the decision-making process.

b/4 Explore different macroeconomic data analysis techniques in analyzing and interpreting international economic phenomenon such prose, tables, and graphs.

c) Professional and practical skills concerned to the course

c/1 Contribute in decision making by acquiring important skills in numeracy, literacy, and information processing.

c/2 Use both qualitative and quantitative skills in solving economic problems.

c/3 Conduct simplified supply and demand models to estimate the consequences of changes in the market for goods and services on quantity and price.

c/4 Report in a simplified framework the process of modelling the main operations of any macro economy.

c/5 Conduct evaluations to analyze country macroeconomic performance if random and/or intended changes occur in the environment.

d) General and transferable skills

d/1 Experience with conceptual frameworks effective for .problem solving and decision making

production, market failures and government intervention policies needed for efficient resource allocation .

a/4 Comprehend the basic mechanisms of the goods market of the circular flow diagram, supply and demand, equilibrium, surplus and shortage.

a/5 Identify macroeconomic principles related to decision making such as balance of payments, national income, inflation, unemployment, factors of production and income distribution.

d/2 Acquire analytical reasoning skills, numeric and clear .effective communication skills

.d/3 Work under pressure and as part of a team

Course Content:

Week	Main Topic
1	Economics and Economic Reasoning
2	Thinking Like an Economist and the Circular Flow Diagram Topic Three: Government Role
3	Topic Four: PPF
4	Topic Five: Supply & Demand
6	Topic Six: Measuring and Describing the Aggregate Economy
7	Topic Seven: Inflation and the Consumer Price Index
8	Topic Eight: Unemployment
9	Topic Nine: Different Market Structure



Teaching and learning methods:

5/1 Interactive and blended learning lectures including discussion.

5/2 Tutorials-Practical Sheets.

5/3 Case Studies included in PowerPoint presentations.

5/4 Problem Solving.

5/5 Dividing the students into working groups using the breakout rooms on the Blackboard platform, if needed.

Teaching and learning methods for limited skills students:

6/1- providing material online on official group so that it can be easily accessible.

6/2- in case of emergencies, make up exams will be arranged.

6/3- Make the exam in braille for blind students, if it's difficult for them to be examined on the Blackboard platform.

Student assessment methods:

7/a quizzes

7/d midterm

7/b homework

7/e final exam

7/c class participation and attendance

Course Coordinator: Dr. Noura Eissa

Head of Department: Prof. Dr. Shaimaa Zolfakar



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English Section
Academic year: 2020 - 2021

Course specifications

1- Course data:		
Code: COMM108	Title: Sociology of Communication	Level: First
No of studying units: 12	Theoretical:2/ practical: 2	

Intended learning outcomes of course (ILOs)

a) Information and concepts

- a/1 Identify the classification of Mass Media.
- a/2 Recognize the basic elements of communication process.
- a/3 State the different prominent Sociologists.
- a/4 Recognize the relationship between Sociology and other Disciplines.
- a/5 Investigate the relationship between Sociology and Communication.
- a/6 Identify functions of Mass Media.
- a/7 Describe the relationship between Mass Communication and Social Issues.
- a/8 Point out the prosocial effects of Mass Media.
- a/9 State the Antisocial effects of Mass Media.
- a/10 Identify the relationship between media and political campaigns.

b) Intellectual skills

- b/1 Analyze the relationship between the current social issues and their communication education.
- b/2 Relate their performance as communicators and media persons to existing social issues.
- b/3 Compare the prosocial and antisocial effects of certain medium.
- b/4 Debate the role of effective messages that could change behaviors and attitudes of individuals in a society.
- b/5 Interpret an event in relation to the functions of media.
- b/6 Interpret the relationship between society and campaigning.
- b/7 Interpret the relationship between different sociological models of prominent sociologists and media practice.
- b/8 Analyze the relationship between politics and media.
- b/9 Investigate the influence of various social actors on media.

c) Professional and practical skills concerned to the course

- c/1 Use basic production tools to create small videos.
- c/2 Conduct a scientific research about different social issues.
- c/3 Use online presentation tools.
- c/4 Develop verbal and non-Verbal Communication.
- c/5 Prepare media message that serves that desired function (entertainment, information, or education)

d) General and transferable skills

- d/1 Develop and enhance teamwork and time management skills.
- d/2 Develop presentations skills.
- d/3 Develop analytical skills.
- d/4 Develop/Improve web surfing and computing skills.
- d/5 Practice creative thinking and brainstorming

Course Content

1. Types of communication 2. Classification of mass media 3. Basic elements of communication 4. Verbal & non-verbal 5. Definition 6. Relation with other fields 7. Functions of mass media 8. Effects of mass media

Teaching and learning methods:

5/1 Lectures 5/2 Discussions 5/3 Class activities 5/4 Group presentations 5/5 Divide students into working groups using breakout rooms on Blackboard online platform

Teaching and learning methods for limited skills students

6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on Facebook group 6/3 Exercise more under the supervision of the professor 6/4 one on one classes with the teaching assistant 6/5 Prepare Braille exams for visually-impaired students if it's difficult for them to take their exam on Blackboard

Student assessment methods

7/1 Individual assignments 7/2 Midterm Exam 7/3 Group projects 7/4 Final Exam

Course Coordinator: Dr. Jaylan Sharaf

Head of Department: Prof. Dr. Shaimaa Zol Fakar

Course specifications

1- Course data:		
Code: COMM 443	Title: social psychology of communications	Level: 4
No of studying units: Theoretical: 2 hours / practical: 2 hours		

Intended learning outcomes of course (ILOs):

- a/1 Define social psychology
- a/2 Identify the basic elements of communications
- a/3 Recognize communications and perceptions
- a/4 Define persuasion
- a/5 List the elements of persuasion
- a/6 List the factors related to the persuasive communication model.
- a/7 Classify the hierarchy of Maslow's model
- a/8 analyze the models and strategies of persuasion.
- a/9 Discuss case studies on persuasion.
- a/10 Define definitions of attitude.
- a/11 Compare attitude to opinions and persuasion.
- a/12 Discuss case studies about opinions.

Intellectual skills:

- b/1 Explain the work of the human mind
- b/2 Distinguish between the different models of persuasion
- b/3 Discuss persuasion techniques
- b/4 Distinguish between the factors related to the persuasive communication model.
- b/5 Discuss attitude and its aspects.
- b/6 Examine the case studies about persuasion, opinions and attitudes.

Professional and practical skills concerned to the course:

- c/1 Choose a topic among the topics studied in class and read a research about it
- c/2 Prepare a presentation about the topic of their choice.
- c/3 Use the definitions of psychology to choose a topic and apply a case study on it.
- c/4 Develop the psychological communication and understandings.
- c/5 Improve attitudes and persuasion

General and transferable skills:

- d/1 Use the internet to collect data about social psychology of communications.
- d/2 Work in group about a relevant topic chosen.
- d/3 Discuss the different aspects relevant to social psychology in media.
- d/4 present reports and researches about opinions, attitudes and persuasion.

Course contents:

- 1) - Introduction about communication. - Introduction about psychology and its definition all over the world
- 2) What is meant by social psychology in communication? 3) Communication and its basic elements in the human mind.
- 4) Persuasion and media
- 5) Persuasion and its definitions. - Maslow's hierarchy. - The central notions in definitions. -Aspects of persuasion.
- 6) Elements of persuasion. 7) Models and strategies of Persuasion.
- 8) - Case studies on persuasion and opinions. - Attitude and its definitions.
- 9) Attitude and opinion. 10) project presentations. 11) project presentations
- 12) project presentations. 13) Revision

Teaching and learning methods:

- 5/1- PowerPoint Lectures. 5/2- Press conference simulation by students.
- 5/3- Presentations by students. 5/4- Dividing students into working groups using the breakout rooms on Blackboard platform.

Student assessment methods: 6/a/1 Mid-term and final exams. 6/a/2 Group assignments. 6/a/3 In class discussions.



Course Specification

Course name: statistical analysis and operation research Course Code: COMM110	Program: English section Academic level: first Semester: second
Specialization: general	Number of studying units3: Theoretical: 3 Practical:

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- a/1 Explain the concept of statistics
- a/2 Differentiate between the different types of samples
- a/3 Illustrate the frequency tables
- a/4 Apply graphical representation of data
- a/5 Explain descriptive statistics of central tendency
- a/6 Differentiate measures of dispersion
- a/7 Illustrate measures of skewness
- a/8 Explain the correlation coefficient
- a/9 Use the regression models

b) Intellectual skills

- b/1 Analyze data
- b/2 Organize data
- b/3 Describe data graphically
- b/4 Calculate measures of central tendency
- b/5 Detect measures of dispersion
- b/6 Examine coefficient of skewness
- b/7 Calculate correlation coefficient
- b/8 Estimate regression models

c) Professional and practical skills

- c/1 Improve his skills in statistical analysis
- c/2 Plan how to use statistical programs
- c/3 Create measures of central tendency
- c/4 Design regression models

d) General and transferable skills

d/1 work within a group to enhance the spirit of team work.

d/2 Use the internet to do statistical analysis

d/3 Discuss the different types of samples

Course Content:

Definition of statistics
Definition of samples
Types of sample
Graphical representation
Measures of central tendency
Measures dispersion
Measures of skewness
Correlation coefficient
Regression models
Class Activity
Revision

Teaching and Learning Methods:

1-lectures 2- Discussion 3- projects 4- Dividing the students into working groups using the breakouts on Blackboard platform

Student Assessment Methods:

1-quizzes 2-assignments 3 midterm exam 4 final exam

Templates for course specifications

University: Cairo, Faculty: Mass Communication, Department: English department, Academic year: 2021-2022

- Course data:
Code: COMM 113 Title: principles of Communication Level: first level
No of studying units: Theoretical: 3 / practical:-

Overall aims of course:

This course aims to introduce the students to the process of communication, different channels of communication, in addition to theoretical approaches to communication process.

Intended learning outcomes of course (ILOs) by the end of this course the student should be able to:

- Information and concepts a/1- recognize the meaning of communication. a/2- state the features of communication. a/3- identify the techniques of communication. a/4- recognize the barriers of communication. a/5- identify 7 C's of communication. a/6- define the elements of communication process. a/7- define the types of communication. a/8- identify oral of communication. a/9- understand listening skills. a/10- Recognize the verbal & non-verbal communication. a/11- Identify a variety of communication styles that are sensitive to the needs and interest of diverse groups of people. a/12- Develop strategies for thinking about and engaging in communication based upon innovative theories and perspectives.

Intellectual skills: b/1- discuss the forms of communication. b/2- differentiate between verbal & non-verbal communication.

b/3- summarize the barriers of communication process. b/4- Make sound judgements in accordance with the theories and concepts of visual communication subjects b/5- Communicate an understanding of the key principles of practice in written and oral presentation

b/6- synthesis and apply research, to work independently and develop and articulate ideas. b/7 develop complex evaluative and critical reasoning b/8 develop creative thinking.

Professional and practical skills concerned to the course

c\1- apply communication models in the R & TV programs. c\2- make simulation models for the elements of communication. c\3- produce new models for communication process . c\4- Application of information technology to demonstrate an understanding of media, software and recognized competencies/skills. c\5- Make informed choices in the selection and application of existing and new technologies.

General and transferable skills

d\1- improve critical thinking. d\2- Communicate ideas, information, problems and solutions in visual, written and oral forms d\3- develop their analytical skills. d\4- work in team groups. d\5- improve presentation skills.

Course contents:

Hours	Content	Week
3	FUNDAMENTALS OF COMMUNICATION	1
3	Barriers of communication	2
3	7 C's of communication	3
3	Elements of communication process	4
3	Intrapersonal communication	
	& Interpersonal communication	
3	group communication	
	& Mass communication	
3	Midterm exam	6
	7	
3	Non-verbal communication	8
3	ORAL OF COMMUNICATION	9
3	Presentations	10
3	Presentations	11
3	Revision	12

teaching and learning methods: 5/1- Lectures 5/2- discussion

5/3- Powerpoint presentations

5/4- Class Work Exercises

5/5 Dividing the students into working groups using the breakout rooms on the Blackboard platform

- Teaching and learning methods for limited skills students: 6/1- providing the content on CD, so that it can be easily changed to Braille style of writing so that it would be usable for blinds (when found) 6/2- dividing students into small work groups 6/3- if some couldn't attend the exam, there would be Make Up exams 6/4- Make the exam in Braille for the blind students if it's difficult for them to be examined on the Blackboard platform

Student assessment methods:

- Methods used: 7/a/1- Midterm exam 7/a/2- During and post evaluation through Questions 7/a/2- Class work (Assignments) 7/a/3- Final exam

Assessment schedule:	Assessment	Timing
Assignments	Week 3,5,9	
Midterm exam	Week 7	
Final-term exam	Week 13	

Weighting of assessments:	Assessment	Timing	%
Assignments	Week 3,5,9	30%	
Midterm exam	Week 7	20%	

Final-term exam Week 13 50%

List of references • Course notes: PowerPoint presentations

Essential books (text books) Media Effects: Advances in Theory and Research, 3rd Edition by Jennings Bryant

Recommended book: Beebe, Steven A. (2016). Communication: Principles for a lifetime Arora, A. (2015). Communication Media and Internet. R. E. Ziemer & W. H. Tranter, Principles of Communications, 5th Ed Wiley. • Scientific periods, websites, etc.

Journal of communication

Course Coordinator : Dr. Hanaa Saleh / Dr. Fatma AlZahraa

Head of Department : Dr. Nermine Al Azrak



Course Name: Introduction to Journalism	Department: English section COMM 114
Level: First level / General	No of studying units: 3 theoretical 2 / practical: 2

Intended learning outcomes of course (ILOs)

a)Information and concepts

- a/1 define what is meant by news
- a/2 describe the major elements of the newsroom
- a/3 point the 5ws and H
- a/4 identify the process of newsgathering
- a/5 define the role of the journalist
- a/6 investigate the history of the Egyptian journalism
- a/7 Identify news values
- a/8 describe the hierarchy of the editorial side of the news organization
- a/9 point the different types of editors
- a/10 investigate the hierarchy of the business side of the news organization
- a/11 draw the ways of planning for editorial meetings
- a/12 cite the main ethics of working in journalism field

b)Intellectual skills

- b/1 confirm what is meant by news
- b/2 compare the difference between the editorial and business side of newspaper
- b/3 interpret the process of newsgathering
- b/4 Explain the different roles of the journalist
- b/5 distinguish the aim of journalism as a mission
- b/6 express code of ethics regarding media
- identify the role of the internet in journalism
- b/7 distinguish the ways of planning for editorial meetings
- b/8 Illustrate the different types of editors

c)Professional and practical skills

- c/1 Prepare the student to be a skilled journalist
- c/2 demonstrate different opinions
- c/3 develop the students' knowledge about history of journalism
- c/4 draw the student's sense of journalism
- c/5 develop writing basics of news story and illustrate the nature of news sources

d)General and transferable skills

- d/1- analyze and enhance teamwork and time management skills
- d/2- examine presentations skills
- d/3- Measure writing skills
- d/4- Debate creative thinking and brainstorming

Course Content:

4/1 What is News 4/2 Newsroom elements 4/3 5 Ws and H 4/4 Process of newsgathering 4/5 Role of Journalist 4/6 Mid term exam 4/7 History of the Egyptian journalism 4/8 News values 4/9 Hierarchy of news organization 4/10 Types of Editors 4/11 Ethics of journalism 4/12 Revision

Teaching and learning methods:

5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups 5/4 Interaction between the students through participating in class activities

Student assessment methods:

7/A/1 Written Mid-Term Exam 7/A/2 Assignments to evaluate the students' ability to research and investigate 7/A/3 Discussing and participating in the lectures 7/A/4 Written Final Exam



Templates for course specifications

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

Course specifications

Course data: - ¹	
Code: COMM115	Title: Introduction to radio & tv Level: first
No of studying units: 3 hours theoretical 2h / practical: 2h	

Intended Learning Outcomes (ILOs)

Information and concepts (a)

- a/1) Identifying the historical background of broadcasting.
- a/2) Being able to recognize different types of programing.
- a/3) Understanding the basics of mass media effects.
- a/4) Gain an understanding of the stages of the production process.
- a/5) Outlining the job responsibilities of production staff and talent.
- a/6) Handling the different broadcasting related equipment.
- a/7) Shedding light on the basics of writing news stories.
- a/8) Recognizing the methods used in managing media organizations.
- a/9) Evaluating TV programs and criticizing the content.
- a/10) Producing News Reports.
- a/11) Understanding the essence of media professionalism.
- a/12) Demonstrate an understanding of the basics of scriptwriting.

Intellectual skills (b)

- b/1) Creating CVs, and Portfolio.
- b/2) Ability to criticize media content
- b/3) Ability to create online accounts on job websites such as LinkedIn
- b/4) Learning the basic of media ethics in order to avoid mistakes in the future.
- b/5) Achieving high level of media literacy
- b/6) Enriching the students' abilities to follow the latest technologies in the media field
- b/7) Recognizing the basics of picture composition, shot sizes, camera movements
- b/8) Illustrating the basics of TV production.

Professional and practical skills concerned to the course (c)

- c/1) Interviewing skills
- c/2) Basics of communication research.
- c/3) The ability to use camera
- c/4) Developing news reports
- c/5) Criticizing TV programs
- c/6) Managing the production of TV reports
- c/7) Writing scripts
- c/8) The basics of reports editing

General and transferable skills

- d/1) Presentation skills
- d/2) Communications skills
- d/3) Team working
- d/4) Writing skills
- d/5) Editing skills

Course Content:

1. Careers in electronic media
2. Electronic media forms
3. Programming
4. Formats of programs
5. Promotion & audience feedback
6. Ethics & Effects
7. Technical Underpinning
8. Students' Presentations

Teaching and learning methods:

- 5/1 Lectures
- 5/2 Discussions
- 5/3 Practical sessions
- 5/4 Dividing students into working groups using breakouts on blackboard platform

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the mid-term exam, he/she can attend a make-up exam
- 6/2 Providing them with the technical facilities that they need
- 6/3 Students with limited skills are encouraged to ask for assistance from the coordinator or the assistant after the lectures or during the office hours
- 6/4 Make the exam in Braille for the blind students

Student assessment methods:

- 7/1 Assignments
- 7/2 Presentation
- 7/3 Reports
- 7/4 Mid-term exam
- 7/5 Final Exam

Course Coordinator: Dr/ Dina Magdy
 Head of Department: Prof. Dr. Nermin Al Azrak



Course Specification Summary

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

Course Data:		
Code: COMM 116	Title: Introduction to marketing communication	Level: 1
No of studying units: Theoretical: 3/ practical: -		

● Intended learning outcomes of course (ILOs):

a) Information and concepts: a/1 List marketing mix. a/2 List consumer products. a/3 List business-to-business products. a/4 Describe consumer-oriented promotion. a/5 Identify and Understand the Target Audience. a/6 differentiate oneself against the competition. a/7 developing key messages to address potential audience questions and concerns. a/8 select communication channels designed to reach audiences at an optimum time. a/9 effectively connect with target audiences. a/10 compare, contrast and apply different theories and models of marketing effectiveness. a/11 list target market segments. a/12 learn ways to create new products and services.

b) Intellectual skills: b/1 explain market segmentation strategies. b/2 explain sales promotion. b/3 distinguish types of consumer products. b/4 distinguish types of business-to-business products. b/5 critically evaluate specific forms of communication for a given marketing problem or objective. b/6 explain the process of marketing communications planning and the context in which it is undertaken. b/7 analyse how different approaches to positioning, media, creative work and communications research may influence marketing effectiveness. b/8 apply theoretical frameworks in analysing particular marketing communications situations.

c) Professional and practical skills concerned to the course: c/1 apply knowledge in course to different assignments. c/2 locate and use appropriate marketing resources to research particular issues concerning marketing theories and practices. c/3 offer a critical account of the process and context of communications planning, informed by both academic and practitioner literature. c/4 identify and evaluate alternative communication strategies in light of an organisation's marketing environment, objectives and target markets. c/5 deliver their message clearly using the appropriate communication channel.

d) General and transferable skills: d/1 debate course content with the lecturer. d/2 communicate and exchange ideas in both large and small group settings. d/3 reflect on their own values with respect to ethical practice. d/4 structure, write and present marketing communications plans. d/5 work individually and as part of a team in the development of a integrated marketing communications campaign.

● Course contents:

1- Introduction to the marketing mix, consumer products. 2- Business-to-business products. 3- Place and price. 4- Price continued, market segmentation. 5- Sales promotion. 6- Consumer-oriented promotions. 7- Midterm. 8- Marketing public relations. 9-10 Advertising. 11- Hierarchy of effects model. 12- Revision.

● Teaching and learning methods:

1-PowerPoint lectures. 2-Discussion in lectures. 3-Assignments. 4- Dividing the students into working groups using the breakout rooms on the BlackBoard Platform. 5-Interaction between the students through participating in class activities.

● Student assessment methods:

1-Written Mid-Term Exam. 2-Assignments to evaluate the students' ability to research and investigate. 3-Discussing and participating in the lectures. 4-Written Final Exam.

Course Coordinator: Dr. Samy Abdel Azeez **Head of Department** Prof. Dr. Shima Zolfakkar



Course Specification Summary

University: Cairo
Faculty: Mass Communication
Department: English Department
Academic year: 2021/2022

Course Data:		
Code: COMM 022	Title: Photojournalism	Level: 2
	No of studying units: 3 Theoretical: 3/ practical: -	

● Intended learning outcomes of course (ILOs):

a) Information and concepts: A/1 distinguish the types of photojournalism. A/2 Know the Process Black and White traditional film. A/3 Identify technical skills and an understanding of process as required by the Black and white traditional. A/4 Distinguish the control of Exposure related to the different situation for photojournalist. A/5 Identify Exposure process. A/6 Understand how to Control Depth of field. A/7 Recognize photography Composition. A/8 Memorize Digital photography techniques. A/9 Name the different types of photojournalism. A/10 learn key methods of textual analysis in the field of media studies. A/11 list where to find news. A/12 Recognize how to produce a multimedia presentation for the web.

b) Intellectual skills: B/1 Discover how huge the photojournalism related articles and sites on the global World Wide Web. B/2 realize the effect of the shutter speed on photography process. B/3 Apply the correct exposure technique. B/4 control depth of field theory. B/5 Interpret the relation between a good composition and image impact. B/6 Apply the features of the new technology. B/7 Solve problems of planning, photographing, and editing to produce a picture story. B/8 Identify current technical, legal, and aesthetic practices employed by Photojournalists.

c) Professional and practical skills concerned to the course: C/1 choose between different types of camera. C/2 perfect their control on Shutter speeds. C/3 perfect their control on Aperture. C/4 organize the combination between Shutter speeds and Aperture (Exposure control). C/5 compose a good photojournalism pictures.

d) General and transferable skills: D/1 Improve their sense of photojournalism composition. D/2 Work in teams. D/3 Apply practical skills of image selection in projects. D/4 Assess and evaluate all knowledge from the Beginning photojournalism classes. D/5 Ability to work effectively both individually and collaboratively.

● Course contents:

1- What is photography? 2- Photography basics. 3- Camera main functions. 4- What is exposure? 5- Lenses. 6- Depth of field theory. 7- Midterm project. 8- Composition for photography. 9- Digital photography. 10- Rules and codes the photographer has to follow. 11- Ethics of photo editing. 12- Revision.

● Teaching and learning methods:

1- Powerpoint presentations. 2- Practical Assignments. 3- Facebook interactive special group. 4- Interaction between the students through participating in class activities.
5- Dividing the students into working groups using the breakout rooms on the BlackBoard Platform.

● Student assessment methods:

1-Mid-Term project. 2-Assignments to evaluate the students. 3-Discussing and participating in the lectures. 4-Written Final Exam.

Course Coordinator: Dr. Mahmoud Azmi Head of Department Prof. Dr. Nermeen Al-Azrak



Summary for course specifications

Course specifications

1- Course data:		
Code: COMM 201	Title: Word Processing	Level: Second level
No of studying units: 3		
Theoretical: 2h + practical 2h (1)		

• **Intended learning outcomes of course (ILOs)**

A) Information and concepts

a/6 Describe the developments in word processing and social media.

a/7 describes the developments in web design and web marketing

a/8 state different social and ethical issues

a/1 identify the different types of software.

a/2 define information technology

a/3 identify the basic features of word processing

a/4 Describe the basics of creating a blog.

a/5 describe how to promote your blog.

B) Intellectual skills

b/4 compare information on different media platforms

b/5 Discuss the void between online and offline word processing

b/6 discuss ethical considerations related to word processing

b/1 Explain Different ways of Social networking and social network marketing

b/2 Explain the best ways of creating a blog

b/3 interpret Website Performance

C) Professional and practical skills concerned to the course

c/4 Create a blog

c/5 develop a critical eye for online content.

c/1 Produce content for different media platforms.

c/2 Develop a marketing strategy for online content.

c/3 Develop a way to fill the void between newspapers and online news websites and blogs.

D) General and transferable skills

D/3 Develop internet surfing skills

D/4 Develop critical thinking skills

D/1 Develop creative thinking and brainstorming

D/2 Develop time management skills

Course contents:

1. The parts of an information system: people, procedures, software, hardware, data, and the Internet.
2. Difference between system software and application software.
3. Difference between the three kinds of system software programs.
4. General-purpose, specialized, and mobile applications.
5. The four types of computers and the five types of personal computers.
6. Mid term
7. The different types of computer hardware, including the system unit, input, output, storage, and communication devices.
8. Computer connectivity, the wireless revolution, the Internet, cloud computing, and IoT.
9. Revision.

• **Teaching and learning methods:**

1- Lectures

2- Discussions

3- Dividing students into working groups through the breakouts room on the blackboard platform.

4- PowerPoint presentations

• **Student assessment methods:**

1- Assignments

2- midterm exam

3- discussions in the lectures

4- class work and projects

5- Quizzes

Course Coordinator: Dr Mostafa Yaqoub

Head of Department: Prof. Dr. Nermeen El-Azrak



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year:2021/2022

Course specifications

Course data: - ¹		
Code: COMM 202	Title: Interpersonal Communication	Level: second
No of studying units: 3 hours theoretical 3 / practical:		

Intended Learning Outcomes (ILOs)

- Information and concepts (a)**
- a.1. Define the interpersonal communication process
 - A.2. Classify the Components of communication process
 - A.3. Differentiate between the types of communication
 - a.4. Introduce the four Models of communication
 - a.5. Discuss the Social penetration theory
 - a.6. Explain the Self disclosure concept and its principles
 - a.7. Analyze the importance of communication process
 - a.8. Interpersonal communication motives
 - a.9. Define guidelines for Interpersonal Communication Competence
 - a.10. Discuss interpersonal Communication Ethics and relation between Technology and Interpersonal Communication
 - a.11. Analyze barriers of interpersonal communication process.
 - a.12. Create ways to avoid barriers of interpersonal communication using the guidelines discussed.
- Intellectual skills (b)**
- b.1- Analyze interpersonal communication.
 - b.2- State the importance of communication in the daily life.
 - b.3- Detect relationships of interpersonal Communication.
 - b.4- Examine the self-disclosure and how to use it in our life in terms of interpersonal communication.
 - b.5- Point out skills and motives of interpersonal Communication
- Professional and practical skills concerned to the course (c)**
- c.1- Improve verbal and non-verbal communication.
 - c.2- Plan how to efficiently communicate with people
 - c.3- Develop the presentation skills
 - c.4- Create ways to apply self-disclosure
 - c.5- Plan strategies to avoid barriers of interpersonal communication.
- General and transferable skills (d)**
- d.1- Use the internet to collect data about communications.
 - d.2- Work within a group to enhance the spirit of team work.
 - d.3- Present reports and researches about interpersonal communication, self-disclosure, motives.
 - d.4- Discuss and compare what is new in media and relationships.

Course Content:

1. A brief to communication & definition of communication
2. Models of communication
3. Essential components of communication
4. Communication context
5. Principles of communication
6. Verbal & non-verbal communication
7. Barriers to interpersonal communication
8. Self-disclosure
9. Interpersonal communication motives
10. Interpersonal communication ethics and relation between it and technology
11. Revision

Teaching and learning methods:

- 5/1 Lectures 5/2 Discussions 5/3 PowerPoint Presentations 5/4 Classwork Exercises 5/5 Projects 5/6 Quizzes

Teaching and learning methods for limited skills students:

- 6/1 Provide the content on a CD to be easy to change it to Braille method 6/2 Dividing them to groups using the breakouts on blackboard platform 6/3 In case of absence in midterm, provide an incomplete exam for them 6/4 Make the exam in Braille for the blind students

Student assessment methods:

- 7/1 Assignments 7/2 Midterm Exam 7/3 Discussion on the lectures 7/4 Classwork and projects 7/5 Quizzes

Course Coordinator: Dr/ Jilan Sharaf
Head of Department: Prof. Dr. Nermin Al Azrak



Course Specification Summary

University: Cairo
Faculty: Mass Communication
Department: English Department
Academic year: 2021/2022

1- Course Data:		
Code: COMM 203	Title: Communication Research Methods	Level: 2
No of studying units: Theoretical: 2 / practical: 2		

● Intended learning outcomes of course (ILOs):

a) Information and concepts: a/1 Acquire general knowledge of academic research specialized in the different types of Mass Media. a/2 List different steps to carry out scientific research.

a/3 Identify research problems. a/4 Define literature review. a/5 Identify qualitative research methods. a/6 List the advantages and disadvantages of survey. a/7 List the basic principles of questionnaire design. a/8 List the types of samples. a/9 Define independent and dependent variables. a/10 Define concepts and constructs. a/11 Identify the levels of measurements. a/12 Identify the principles of ethics in scientific research.

b) Intellectual skills: b/1 Explain the basics of communication research and public opinion polls.

b/2 Discuss the steps of scientific research and how to select the research problem.

b/3 Explain the importance of literature review. b/4 Discuss qualitative research methods.

b/5 Explain the advantages and disadvantages of survey and how to construct questions in a questionnaire. b/6 Explain the types of samples. b/7 Distinguish between independent and dependent variables and between concepts and constructs. b/8 Distinguish between the different levels of measurement. b/9 Explain the principles of ethics in scientific research.

c) Professional and practical skills concerned to the course: c/1 Apply ways of conducting research proposals. c/2 Conduct survey research on small samples of respondents. c/3 Apply the steps of scientific research. c/4 Apply qualitative research methods. c/5 Conduct ethically-based scientific research.

d) General and transferable skills: d/1 Develop research and analytical skills. d/2 Practice creative thinking and brainstorming. d/3 Develop presentations skills. d/4 Improve skills of writing for scientific research.

● Course contents:

1- Introduction to research. 2- Steps of scientific research. 3- Selecting the research problem. 4- Importance of literature review. 5- Qualitative research methods. 6- Advantages and disadvantages of survey.

7- Questionnaire design and constructing questions. 8- Types of samples. 9- Independent and dependent variables. 10- The difference between concepts and constructs. 11- Levels of measurement. 12- Principles of ethics in scientific research.

● Teaching and learning methods:

1- PowerPoint Lectures. 2- Assignments. 3- Project. 4- In-Class Discussions.

● Student assessment methods:

1- Midterm exam. 2-Assignments. 3- Project. 4- Final Exam.

Course Coordinator: Dr. Shimaa Zolfakkar **Head of Department** Prof. Dr. Nermeen Al-Azrak



University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2021/2022

Summary course specifications

1- Course data:		
Code: COMM 204	Title: Media Literacy	Level: second
No of studying units:		
Theoretical: 3 / practical:		

- **Intended learning outcomes of course (ILOs)**

a) Information and concepts:

a.1. Explain the definitions of media literacy. a.2. Differentiate between media literacy and media education. a.3. Use media literacy key concepts. a.4. Illustrate different domains of media literacy a.5. Choose active and selective exposure. a.6. Report faulty beliefs. a.7. Develop media literacy skills a.8. Apply concepts of media literacy in daily life. a.9. Compare between literate and illiterate people. a.10. Illustrate media saturation. a.11 Enhance the foundational ideas. a.12 Know the background of media literacy.

b) Intellectual skills:

b.1- Analyze media literacy b.2- Detect illiterate and literate people. b.3- measure levels of controls over media content. b.4- Examine media literacy key concepts. b.5- point out skills of media literacy. b.6- Investigate faulty beliefs.

c) Professional and practical skills concerned to the course:

c.1- Improve his skills of media literacy. c.2- Plan how to use different domains of media literacy. c.3- Improve skills and control over media. c.4- Create ways to help people be more literate. c.5- Design planning strategies of media literacy programs.

d) General and transferable skills

d.1- Use the internet to collect data about media literacy. d.2- work within a group to enhance the spirit of team work. d.3- present reports and researches about media literacy, media content, perception and message saturation. d.4- discuss and compare literate and illiterate people and media domains and all updates.

- **Course contents:**

1- Media literacy (definition and background) 2-Difference between media literacy and media education 3-Why teach media literacy? 4-Media influence in our lives and Foundational ideas 5-Media literacy key concepts 6- Midterm Exam 7- Media literacy is a multi-dimensional domain (cognitive, emotional, aesthetic and moral) 8-Message saturation 9-Active and selective exposure 10-Faulty beliefs 11-Skills of media literacy 12-Project presentations 13-Revision

- **teaching and learning methods:**

5.1 Lectures 5.2 Discussions 5.3 PowerPoint presentations 5.4 class work exercises 5.5 quizzes 5.6 Dividing the students into working groups using the breakout rooms on the Blackboard Platform

- **Teaching and learning methods for limited skills students:**

6.1 provide the content on a CD to be easy to change it to Braille method (for blinds) 6.2 dividing them to groups (if exist) 6.3 In case of absence in midterm, provide an incomplete exam for them. 6.4 Make the exam in Braille for the blind students, if it's difficult for them to be examined on the BlackBoard Platform.

- **Student assessment methods:**

7.1- Assignments 7.2- midterm exam 7.3- discussions in the lectures 7.4- class work and projects 7.5- Quizzes

Course Coordinator : Dr. Hayat Badr

Head of Department : Dr. Nermeen AlAzrak



Summary for course specifications

Course specifications

1- Course data:		
Code: COMM 205	Title: Public opinion	Level: Second level
No of studying units: 3		
Theoretical: 3h + practical 0		

• **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- a/7 Outline public sphere and private sphere.
- a/8 Describe importance of Public Opinion to citizens.
- a/9 Classify how to measure Public Opinion.
- a/10 Distinguish different types of samples.
- a/11 Classify the different informal ways to measure Public Opinion
- a/12 Describe the organization of Public Opinion.

- a/1 Explain the different definitions of Public Opinion.
- a/2 Express the role of public opinion in life.
- a/3 Compare between sociologists and political scientific view.
- a/4 Compare between traditional and modern definitions of Public Opinion.
- a/5 Illustrate elements of Public Opinion process
- a/6 Demonstrate dimensions of opinion and expressions.

B) Intellectual skills

- b/6 Survey measuring Public Opinion.
- b/7 Differentiate between the informal ways of measuring Public Opinion
- b/8 Examine the organization of Public Opinion

- b/1 Analyze how Public Opinion is formed.
- b/2 Detect problems facing Public Opinion
- b/3 Measure samples.
- b/4 Examine elements and views of Public Opinion
- b/5 Differentiate between different theories applied on Public Opinion.

C) Professional and practical skills concerned to the course

- c/4 Collect data about international and local Public Opinion cases.
- c/5 Collect data about the formal and informal ways of measuring Public Opinion

- c/1 Improve his way to form an opinion about any case or cause.
- c/2 Plan polls to measure Public Opinion.
- c/3 Design surveys to measure Public Opinion.

D) General and transferable skills

- d/3 Present reports and research about cases of Public Opinion, how to solve them and how Public Opinion is formed.
- d/4 Practice creative thinking and brainstorming

- d/1 Use the internet to collect data about Public Opinion.
- d/2 Work within a group to enhance the spirit of team work.

Course contents:

7. Public and private sphere.
8. Importance of Public Opinion to citizens(how people form opinions, events, groups, identity and political actors)
9. Agenda setting theory and framing
10. Spiral of silence theory
11. Sampling types and populations
12. The informal ways to measure Public Opinion

1. Public Opinion and its definitions
2. Public Opinion and its Role in our life
3. Political scientists and sociologists views and traditional Vs modern definitions of Public Opinion
4. Elements of Public Opinion process
5. Dimensions of opinion and expressions
6. Midterm

• **Teaching and learning methods:**

- 4- Interaction between the students through participating in class activities

- 1- Lectures
- 2- Discussions
- 3- Dividing students into working groups through the breakouts room on the blackboard platform.

Student assessment methods:

- 7/a/3 Discussing and participating in the lectures
- 7/a/4 Written Final Exam

- 7/a/1 Written Mid-Term Exam
- 7/a/2 Assignments to evaluate the students' ability to research and investigate

Course Coordinator: Dr Hanaa Farouk

Head of Department: Prof. Dr. Nermeen El-Azrak



Summary for Course Specifications

1- Course data:		
Code: COMM 206	Title: Media and Society	Level: Second Level
	No of studying units: 3	Theoretical: 2h + Practical 2h

- **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- A/1 Define society; list its basic features.
- A/2 List the functions of mass media.
- A/3 Define culture, list its basic characteristics.
- A/4 Define social change and list its basic characteristics.

B) Intellectual skills

- B/1 Discuss the importance of media.
- B/2 Explain the functions of mass media.
- B/3 Relate social change to mass media.

C) Professional and practical skills concerned to the course

- C/1 Develop a paper about media effects.
- C/2 Apply issues related to media and society on case studies
- C/3 Produce a diary of their media consumption
- C/4 Apply the difference between cultures and media effects

D) General and transferable skills

- D.1 Improve the students' skills to work as team work to share their knowledge and opinions
- D.2 Evaluate the students' ability to accept others opinions

- **Course contents:**

- 1- Introduction of Radio directing
- 2- Impact of radio director
- 3- Radio directing tools
- 4- Radio studio
- 5- Human voice
- 6- Music library and sound effects
- 7- Working as a radio drama director
- 8- Introduction of TV Directing
- 9- Director's nature
- 10- Scripting
- 11- Mid term
- 12- Directing & Acting
- 13- Post production
- 14- Dialog editing
- 15- Final edit and mixing
- 16- Types of radio broadcasting
- 17- Director's main tasks

- **Teaching and learning methods:**

- 1- Lectures 2- Discussions 3- Working groups through the breakouts room on the blackboard platform.
- 4- PowerPoint presentations 5- Assign students to produce Audio/Video projects.

- **Student assessment methods:**

- 1- Assignments 2- Midterm exam 3- Discussions in the lectures 4- Presentations and projects

Course Coordinator: Dr. Hayat Badr

Head of English Section: Prof. Dr. Nermeen Alazrak



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English Section
Academic year: 2021-2022

course specifications

1-Course data:

-Code: COMM 301 **-Title:** International communication **-Level:** 3 **-No of studying units:** 3 **Theoretical:**3, **practical:**3

2-Overall aims of the course: Making students able to describe the broad overview of the role, history, scope of international communication, and major international trends of a theoretical, cultural, economic, public policy, or foreign relations nature as well as actors, stakeholders, and global activities also to interpret the use of select theories in international communication & draw parallels between historical and contemporary use of international communication. Finally, to analyze the complexities and current international/global events on the international communication scene.

3-Intended Learning Outcomes of the course (ILOs): **A-Information and concepts:** a/1 define the meaning of international / global communication a/2 Describe the role of international communication a/3 describe the scope of international communication a/4 Identify major international trends that are of a theoretical, cultural, economic, public policy, or foreign relations in nature. a/5 Indicate major actors, and global activities a/6 Acquire general knowledge of academic research specialized in international communication a/7 understand public diplomacy concept a/8 understand the complexities of the international communication scene a/9 Interpret the use of select theories in international communication a/10 understand the role of the internet in global systems a/11 enumerate the factors affecting international Arab media a/12 understand global communication theories affecting global media **B- Intellectual skills:** b/1 Draw parallels between historical and contemporary use of international communication b/2 Interpret the basics of communication research b/3 Criticize regulations, ethical and legal issues concerning media acts. b/4 Discuss the role of effective media messages that help change behaviors and attitudes of individuals in a society. b/5 Analyze the factors of success and failure of global media message b/6 Investigate the role and influence of various society actors and relevant stakeholders b/7 Realize the role of public diplomacy b/8 Realize the effect of new technology and internet on international communication systems. **C-Professional and practical skills concerned to the course:** c/1 Criticize contemporary acts, policies, and activities of international communication c/2 Propose international activities for the Egyptian context c/3analyze the complexities of the international communication scene c/4conduct a research on global communication system c/5criticize the factors affecting international Arab media **D- General and transferable skills:** D/1- Develop and enhance teamwork and time management skills D/2- Develop presentations skills D/3- Develop research and analytical skills. D/4- Develop/Improve web surfing and computing skills D/5- Practice creative thinking and brainstorming.

4-Course Contents: Introduction- Global Communication Background- Development Research Traditions and Global Communication- Development Research Traditions and Global Communication- Midterm Exam Public Diplomacy: New Dimensions and Implications- Public Diplomacy: New Dimensions and Implications- Counter global media theory arguments- Internet: The evolving Frontier- Internet: The evolving Frontier- Arab Media and the Al-Jazeera Effect- Revision

5-Teaching and learning methods: Lectures- Discussion- Dividing the students into working groups- Interaction between the students through participating in class activities

6- Teaching and learning methods for limited skills students: 6/1If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on Facebook group 6/3 Dividing them into small groups (if they existed)

7-Student assessment methods: A-Methods used: Written Mid-Term Exam- Assignments to evaluate the students' ability to research and investigate- Discussing and participating in the lectures- Written Final Exam **B-Assessment schedule:** Week 1,2 &4: Assignments – Week 6 Midterm Exam- Week 7&8: Assignment – Week 13: Final Exam **C-Weighting of assessments:** Midterm Exam 20% - Classwork (Assignment and participation): 30% - Final Exam: 50%

8-List of references: A-Course notes: Instructor's PowerPoint presentations **B-Essential books (text books):** McPhail, Thomas L. (2010). "Global Communication: Theories, Stakeholders, and Trends." Third Edition. Wiley-Blackwell. **C-Recommended book:** The Handbook of Global Media and Communication Policy

Course Coordinator: Prof. Dr. Nermeen Al-Azrak

Head of Department: Prof. Dr. Nermeen Al-Azrak



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year:2021/2022

Course specifications

Course data: -١		
Code: COMM302	Title: Theories of comm	Level: Third
No of studying units: 3 hours theoretical 2 / practical: 1		

Intended Learning Outcomes (ILOs)

Information and concepts (a)

- a/1 To know the main theories in Mass Media.
- a/2 To recognize the theoretical frameworks applied in academic researches.
- a/3 Identify different Communication Models and Theories.
- a/4 Distinguish between the different types of variables.
- a/5 Acquire the knowledge of media effects theories.
- a/6 To know the different trends in addressing media effects on audience from powerful to limited to moderate effects.
- a/7 To identify several theoretical frameworks explaining communication process.
- a/8 To Understand the main differences between theories used in Mass Communication field.
- a/9 To List the main concepts of the Mass media theories.
- a/10 To distinguish between the models of the Mass Media field.
- a/11 To acquire the basic assumptions of the theories used in the Mass Media field.
- a/12 To distinguish the difference between the theory, model and approach.

Intellectual skills (b)

- b/1 To interpret communication theories in relation to their everyday life.
- b/2 To distinguish between various effects of mass media.
- b/3 To Illustrate concepts, theories and debates.
- b/4 To evaluate theoretical models and methodologies through independent study and research;
- b/5 Critically analyze findings of academic researches.
- b/6 Interpret an appropriate research topic and theoretical framework

Professional and practical skills concerned to the course (c)

- c/1 To apply theories on their communication practices.
- c/2 To report methods used in academic researches.
- c/3 To demonstrate their understanding by doing presentations about theories.
- c/4 To Evaluate work undertaken in a reflective manner with reference to appropriate debates and conventions.
- c/5 To criticize the theories used in academic researches.
- c/6 Develop arguments using evidence taken from reading, research and practice;

General and transferable skills (d)

- D/1 To develop research skills.
- D/2 To improve presentation skills
- D/3 To develop their analytical skills
- D/4 To Work effectively as an individual as well as part of a production team;
- D/5 To practice creative thinking and brainstorming.

Course Content:

1. What do we mean by communication and theory. 2. Media effects theories 3. Uses & Gratifications theory 4. Media Management theory 5. Cultivation theory 6. Midterm Exam 7. Agenda setting theory 8. Third person effect theory 9. Social cognitive theory 10. Social learning theory 11. Group presentation with critical reviews 12. Revision

Teaching and learning methods:

- 5/1 Lectures 5/2 Dividing students into working groups using breakout rooms on Blackboard online platform 5/3 Educational Videos 5/4 Discussions

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the mid-term exam, he/she can attend a make-up exam 6/2 Providing them with the technical facilities that they need 6/3 Students with limited skills are encouraged to ask for assistance from the coordinator or the assistant after the lectures or during the office hours 6/4 Make the exam in Braille for the blind students

Student assessment methods:

- 7/A/1 Written mid-term exam 7/A/2 Assignments to evaluate the students' ability to research and investigate 7/A/3 Discussion & participation in the lectures 7/A/4 Project 7/A/5 Written Final Exam

Course Coordinator: Dr/ Radwa Saad
 Head of Department: Prof. Dr. Nermin Al Azrak



Summary for Course Specifications

1- Course data:		
Code: COMM 401	Title: Media Laws and Regulations	Level: Third Level
	No of studying units: 3	Theoretical: 3 hrs. + Practical: --

● Intended learning outcomes of course (ILOs)

A) Information and concepts

- a/1 Define the concept of copyright and defamation.
- a/2 Describe the privacy act, personal information.
- a/3 Read about remedies for violation of privacy.
- a/4 Recognize the invasion of privacy issues.

B) Intellectual skills

- b/1 Distinguish examples of each of the previous topics.
- b/2 Confirm how privacy acts should work in different situations.
- b/3 Compare between different situations of invasion of privacy
- b/4 Describe the importance of self-regulating systems.

C) Professional and practical skills concerned to the course

- c/1 Conduct scientific research about the most famous cases of defamation
- c/2 Prepare scientific paper about a significant act of violation of privacy
- c/3 Analyze the media regulations
- c/4 Match the different cases presented over time

D) General and transferable skills

- D/1 Improve research skills.
- D/2 Develop their analytical skills
- D/3 Enhance their team work skills
- D/4 Improve their computer and internet skills

● Course contents:

- | | |
|--------------------------------------|--|
| 1- Defamation | 7- Pressure on Media Practitioners |
| 2- Copyrights | 8- Practitioners Self-Regulation System |
| 3- Invasion of Privacy | 9- Practitioners Self-Regulation System |
| 4- Privacy Act | 10- Practitioners Self-Regulation System |
| 5- Personal Information | 11- Revision |
| 6- Remedies for Violation of Privacy | 12- Revision |

● Teaching and learning methods:

- 1- Power point presentation
- 2- Discussion
- 3- Case Studies
- 4- Printed notes
- 5- Providing the content on CD, so that it can be easily changed to Braille style of writing so that it would be usable for blinds (when found).

● Student assessment methods:

- 1- During and post evaluation through Questions
- 2- Class work (Assignments)
- 3- Midterm & Final exams

Course Coordinator: Prof. Dr. Nermeen Alazrak

Head of English Section: Prof. Dr. Nermeen Alazrak



Course Specification

Course name: social marketing Course Code: comm402	Program: English section Academic level: third Semester: second
Specialization: general	Number of studying units3: Theoretical: 2 Practical: 2

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

- A.1 Recognize guidelines for the basics of social marketing and social change.
- A.2 Identify urgent social issues.
- A.3 identify target audiences,
- A.4 Listsocialmarketing strategies.
- A.5 understandthe 4Ps for social marketingissue.
- A.6 Describe assessment methods of social marketing campaigns
- A.7 Identify objectives and goals
- A.8 Introduce case campaigns
- A.9 Pinpoint reasons for success and failure of social marketing campaigns
- A.10 List the steps of social marketing plan
- A.11 Define social marketing research techniques
- A.12 Identify importance of budgeting and fundraising

b) Intellectual skills

- B.1 Differentiate between social marketing and commercial marketing
- B.2 Analyze the success or failures of social campaigns by applying different assessment methods.
- B.3 Distinguish between different types of creative strategies
- B.4 Analyze the approach, tone of voice and appeal of campaign
- B.5 Explain internal and external influential factors
- B.6 Examine components of past campaigns on issue

c) Professional and practical skills

- C.1 Conduct market situation analysis research
- C.2 Analyze social issue
- C.3 Design appropriate campaign objectives
- C.4 Select relevant channels for delivering the required campaign message.
- C.5 Developing the strategy and 4Ps for a chosen social marketing issue
- C.6 Evaluating social marketing campaigns

d) General and transferable skills

d/1 Work in groups to enhance the team work and be able to communicate effectively in the work environment.

d/2 Use the internet in collecting data about the company, previous campaign, market insights

d/3 Discuss and analyze all the new trends in social marketing

d/4 enhance and develop communication and presentation skills

Course Content:

Week	Content	Theoretical	Practical
1	Introduction to social marketing	3	
2	What is social marketing and 8 ps	3	
3	Segmentation discuss ideas & groups	2	2
4	Segmentation Approve ideas & groups	2	2
5	IMC	3	
6	Positioning Objective and goals Product platform	3	
7	Follow up the progress of students project		6
8	Checked out the progress of project and gives feedback		6
9	Follow up the progress of		6
10	Checked out the progress of project before and during production		6
11	Checked out the progress of project after production		6
12	Rehearse The project presentation for festival		6
13	Festival		6

Teaching and Learning Methods:

1. Lectures
2. Discussions
3. Showing students and analyzing various social marketing campaign
4. Divide students to teams for Project using the breakouts on the Blackboard Platform
5. Power point presentations

Student Assessment Methods:

- In class discussions and analysis during the lectures
- Midterm project
- Social marketing Campaign project presentation
- Written Final Exam



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year:2021/2022

Course specifications

Course data: - ¹	
Code: COMM211	Title: Media Translation 1 Level: second
No of studying units: 3 hours theoretical 1 / practical: 4	

Intended Learning Outcomes (ILOs)

	Information and concepts (a)
	Read about recent events. ١a/
	List international news agencies. ٢a/
	Describe Arabic Phrasing. ٣a/
	Recognize the main rules of Arabic Grammar. ٤a/
	Identify the Rules and Guidelines of Good Translation. ٥a/
	Tell the difference between Arabic and English news writing. ٦a/
	Describe how to write headlines in Arabic. ٧a/
	List the basics of writing news stories in Arabic. ٨a/
	Intellectual skills (b)
Develop The Skill to transfer an English text into a well written Arabic text. ١b/	
	Recite new terms. ٢b/
	Update the students' vocabulary. ٣b/
	Identifying different types of information of a news story. ٤b/
	Analyze the translation process ٥b/
	Compare the grammatical rules in English and Arabic languages. ٦b/
	Professional and practical skills concerned to the course (c)
	Apply learned skills to translate news stories from English to Arabic. ١c/
	Develop the translated text into Arabic news stories. ٢c/
	Apply Arabic language phrasing. ٣c/
	Illustrate Writing headlines. ٤c/
	Develop Writing datelines. ٥c/
	General and transferable skills (d)
	Using dictionaries to look up new English terms. ١d/
	Using online translation tools. ٢d/
	Develop Translation skills from English to Arabic. ٣d/
	Use the internet. ٤d/
	Course Content: (e)
Rules and Guidelines of Good Translation. ١	Illustration of different abbreviations for worldwide News Agencies. ٤
Practical Translation of English news stories into Arabic. ٢	Learning the translation of Military ranks in Arabic. ٥
Translation of news headlines ٣	Revision. ٦

Teaching and learning methods:

5/1 Lectures 5/2 Discussions 5/3 Class Activities 5/4 Quizzes 5/5 Divide students using the Breakout Rooms feature in Blackboard Platform.

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam
- 6/2 Providing the course content on Blackboard Platform.
- 6/3 Exercise more under the supervision of the professor.
- 6/4 In in-person classes, provide visually impaired students with the material in Braille. Or provide them with a soft copy devices.

Student assessment methods:

7/1 Assignments 7/2 Midterm Exam 7/3 Discussion on the lectures 7/4 Classwork and projects 7/5 Quizzes

Course Coordinator: Prof. Dr. Walid Fathalla

Head of Department: Prof. Dr. Nermin Al Azrak



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year:2021/2022

Course specifications

1- Course data:		
Code: COMM 202	Title: journalism writing and reporting	Level: second
No of studying units: 3 hours theoretical 3 / practical:		

a/10 Report about the lead
a/11 Summarize the basic elements of the headlines
a/12 Point out the main factors in a follow up story

Intended Learning Outcomes (ILOs)

a) Information and concepts

- a/1 Define the impact of new media on journalism
- a/2 Describe the qualities of the reporters and news sources
- a/3 Read about the news values
- a/4 Recognize the curiosity questions
- a/5 State the most important observational questions
- a/6 Indicate the basic elements of the news story
- a/7 Identify the most important elements that build up a good story
- a/8 List the different interviewing techniques
- a/9 Name the most important skills to conduct interviews

b) Intellectual skills

- b/1 Distinguish an understanding about the new media in relevance to journalism
- b/2 Confirm the ability to have curiosity questions
- b/3 Compare between the main elements that structure a follow up story
- b/4 Describe the structure of the lead
- b/5 Discuss the interviewing techniques
- b/6 Outline the main factors that by using you can have a good news story
- b/7 Locate the observational questions
- b/8 Illustrate the job of the reporter
- b/9 Illustrate the importance of the news sources
- b/10 Relate the different news values

c) Professional and practical skills concerned to the course

- c c/1 Conduct interviews
- c/2 Prepare lists of observational questions
- c/3 Analyze the importance of the news sources
- c/4 Match the different elements used to write a news story
- c/5 Order the news values
- c/6 Use the curiosity questions to write a good lead
- c/7 Develop a clear understanding about the meaning of follow up piece
- c/8 Complete the basic elements of the news story and the news pieces

d) General and transferable skills

- D/1 Improve the team work skills
- D/2 Develop critical thinking
- D/3 Enhance the relevance ability
- D/4 Improve the observational skill
- D/5 Improve the follow up ability
- D/6 Point out the news values
- D/7 Investigate the information that can be added in a news piece

Course Content:

The Impact of new media on Journalism, Reporters and news sources, News Values ,Curiosity Questions, Observations Questions , Basic Elements of News Story , Interviewing Techniques, Summary Lead , Headlines , Follow Up News Story

Teaching and learning methods:

5/1 Lectures, 5/2 Discussion, 5/3 Dividing the students into working groups using the Breakout Rooms feature in Blackboard Platform, 5/4 Interaction between the students through participating in class activities.

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam, 6/2 Providing the course content on Blackboard platform, 6/3 Dividing them into small groups.

Student assessment methods:

- 7/A/1 Written Mid-Term Exam
- 7/A/2 Assignments to evaluate the students' ability to research and investigate
- 7/A/3 Discussing and participating in the lectures
- 7/A/4 Written Final Exam

Course Coordinator: Dr/ Hany Mohamed Ali
Head of Department: Prof. Dr. Nermin Al Azrak



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English Section

Academic year: 2021/2022

1- Course data: Code: COMM 213 Title: Graphic Design Level: Second No of studying units: 12 theoretical 2/ practical: 2- Overall aims of course: Use Graphics as a way of communication, Design Art, Practical experience (Taking Photos as a way of communication), Designing several items by doing hand Drawings, Hands on designing using the computer, Knowledge about Calligraphy and its use in Graphics. 3- Intended learning outcomes of course (ILOs) a) Information and concepts: a/1 Describe the Theory of Graphics. a/2 Recognize the Importance of Graphics in our life a/3 Recognize graphics as an Art a/4 Identify the types of graphic art a/5 Define the design principles. a/6 Describe the stages of design preparation. a/7 Identify the basics of graphic design a/8 Recognize the difference between flyers, brochures, booklets, catalogs and calendars b) Intellectual skills b/1 Compare publications' designs b/2 Explain the use of design in different aspects b/3 Distinguish the designs used according to the type of publication b/4 Explain the overall design preparation process b/5 Discuss the dos and don'ts of design c) Professional and practical skills c/1 Produce Graphics for television, journalism, advertising and public relations c/2 use the camera to develop a message c/3 Sketch a design c/4 Develop design criticism c/5 Produce designs for different types of publications c/6 Apply the concepts of balance and variety in design. d) General and transferable skills D/1 Develop creative thinking and brainstorming D/2 Develop time management skills D/3 Develop internet surfing skills D/4 Improve aesthetic value skills D/5 Develop teamwork skills 4- Course contents: Types of graphic art - design principles - stages of design preparation - basic of graphic design - Indoor posters - flyers - brochures - booklets - catalogues - calendars - revisions- 5-Teaching and Learning methods: Lectures - Lab projects - group discussions - dividing students into groups using the breakout rooms on the black board platform - Presentation 6- Teaching and learning methods for limited skills students: Dividing them into subgroups - Making make up exams for students who have excuses - Make the exam in braille for blind students, if it's difficult for them to be examined on the Blackboard platform 7-Student assessment methods: A-Methods used: Midterm - assignments to evaluate students ability to design, discussions, Final Exam B- Assessment schedule: Week 1,2,3,4,5,7,8,9,10,11&12: assignments - Week 6: Midterm exam - Week 13: Final exam C-Weighting of assessments: Coursework 30% - Midterm 20% - Final exam 50% List of references: a) Course notes: b) Essential books (text books) Crony peter,"graphic design & reproduction techniques",London,Focalpress,2008. c) Recommended book: Cullen,C.Dangle.: Graphic design that work,USA, Rockport Publishers ,INC.,2009. Sawahata,Lesa: Color Harmony Workbook-Massachusetts-Rockport Publishers Inc.2007. d) Scientific periods, websites, etc.

Course Coordinator: Dr. Mahmoud Azmi Head of Department Prof. Dr. Nermeen Al-Azrak



Summary for course specifications
Course specifications

1- Course data:		
Code: COMM214	Title: Radio & TV Production	Level: Second Level
		No of studying units: 3 credits Theoretical: 2hrs/ practical: 2hrs

• **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- a/1 Acquire an overview of the different stages of radio & TV production and required skills of the production staff.
- a/2 Identify the main camera parts and the electronic features.
- a/3 Recognize the general audio and sound techniques, including the handling of common audio problems.
- a/4 Distinguish between analog and digital production.
- a/5 Point the elements of effective visual composition.
- a/6 Understand the main camera movements.
- a/7 list the various types of lenses.
- a/8 Recognize the basic lighting characteristics.
- a/9 Understand the basic lighting triangle.
- a/10 Acquire the basics of video switching.
- a/11 Comprehend the basic transition devices.
- a/12 List the different types of microphones.

B) Intellectual skills

- b/1 Plan for the production of various radio and television formats.
- b/2 criticize the strengths and weakness of video productions
- b/3 Evaluate various formats of radio & Television production such as PSAs, radio and television ads.
- b/4 Demonstrate their understanding of the production techniques.
- b/5 Develop ideas from scratch to outcomes that confirm the student's ability to select and use equipment.
- b/6 Realize the main camera movements and picture composition rules used in various Television formats.

C) Professional and practical skills concerned to the course

- c/1 Produce different formats of radio and television programs (public service announcement, commercial advertisements).
- c/2 Utilize different production equipment effectively (cameras, lightings, microphones, switcher).
- c/3 participate in the creation of news reports and interviews for TV.
- c/4 Apply the rules of picture composition while shooting.
- c/5 Use the appropriate switching transitions.

D) General and transferable skills

- D/1 Develop and enhance teamwork and time management skills
- D/2 Develop presentations skills
- D/3 Develop/Improve web surfing skills
- D/4 Practice creative thinking and brainstorming
- D/5 Improve writing skills.

• **Course contents:**

- | | | |
|------------------------------------|---|--|
| 1. Introduction to the course | 2. Stages of production and technical personnel | 3. Television Camera & shooting principles |
| 4. Camera movements and shot sizes | 5. Picture composition | 6. Midterm Exam |
| 7. Television lenses | 8. Lighting | 9. Sound |
| 10. Switching | 11. Group presentations | 12. Revision |

• **Teaching and learning methods:**

- 1. Lectures
- 2. Class Discussion
- 3. Working groups
- 4. Practical exercise at TV studio

• **Student assessment methods:**

- 1. Written Mid-Term and final exam
- 2. Projects to evaluate the students' ability to produce various formats of TV Production
- 3. Participating in the lectures and practicing the theoretical part in the section

Course coordinator: Dr. Bassant Mourad - Dr. Mennatallah AbdElhamid – Dr. Reham Salah

Head of Department Prof. Dr. Nermeen El-Azrak



Summary for course specifications

Course specifications

1- Course data:		
Code: COMM215	Title: Writing for radio &TV	Level: Second

- **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- A/1 Outline basic steps of writing different formats for broadcast media.
- A/2 Define essential visual elements used in the various writing formats.
- A/3 Define essential audio production elements used in the various writing formats.
- A/4 Describe stories effectively using natural sounds and words.
- A/5 Identify the different formats of writing the script.
- A/6 Identify the various radio and television formats, and its characteristics.
- A/7 Acquire an overview of the different stages of radio &TV production and required skills of the production staff.
- A/8 Distinguish between the verbal and visual elements of television.
- A/9 Recognize advertising commercial and newswriting styles/formats.
- A/10 Recognize broadcasting terminology.
- A/11 Understand script formatting style.
- A/12 Understand interviewing techniques for broadcast media.

B) Intellectual skills

- B/1 Differentiate between writing for video and audio formats.
- B/2 Criticize already written material.
- B/3 Evaluate various formats of radio and television programming.
- B/4 Propose new ideas for different formats of radio and Television.
- B/5 Illustrate critical standards for writing for broadcasting.
- B/6 Develop the skills related to writing different formats for Television and Radio.

C) Professional and practical skills concerned to the course

- C/1 Apply the rules of the translation from Arabic into English and vice versa in writing radio and television news.
- C/2 Write different formats of radio and television programs.
- C/3 Use different types of cameras and conduct materials using them (documentaries, interviews, reports and PSAs).
- C/4 Apply the rules of the Arabic language in writing for and presenting in radio and television.
- C/5 Perfect in writing basics of news story and understand the nature of news sources.
- C/6 Write a commercial within specified time limits.
- C/7 Write a clear and concise commercial, public service announcement, create a story-board, and a pitch.
- C/8 Apply interviewing techniques for broadcast media.

D) General and transferable skills

- D/1 Develop and enhance teamwork and time management skills.
- D/2 Develop presentations skills.
- D/3 Improve writing skills
- D/4 Improve English language and translation.
- D/5 Practice creative thinking and brainstorming.
- D/6 Improve web surfing skills.

- **Course contents:**

- | | | | |
|---------------------------------|------------------------------------|---|---------------------------|
| 1. Steps for script preparation | 2. Basic elements of TV production | 3. Format & Style | 4. writing broadcast news |
| 5. Commercials | 6. Midterm Exam | 7. Interviews | 8. Talk shows |
| 9. Features | 10. Documentaries | 11. Special events and reality programs | 12. Revision |

- **Teaching and learning methods:**

- | | | | |
|-------------|-----------------------------------|----------------------|--------------------|
| 1. Lectures | 2. Applications on script writing | 3. Class discussions | 4. Working groups. |
|-------------|-----------------------------------|----------------------|--------------------|

- **Student assessment methods:**

- | | | |
|-------------------------------------|---|------------------|
| 1. Written mid-term and final exams | 2. Projects to evaluate the students' ability to write various video formats. | 3. Participation |
|-------------------------------------|---|------------------|

Course Coordinator: Dr. Mennatallah AbdElhamid

Head of Department: Prof. Dr. Nermeen El-Azral



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year:2021/2022

Course specifications

Course specifications		Course data: -١
Code: COMM311	Title: Media Translation 2	Level: Third
No of studying units: 3 hours theoretical 1 / practical: 4		

Intended Learning Outcomes (ILOs)

Information and concepts (a)

- ١a/ Identify the rules of translation
- ٢a/ List different abbreviations used in the media
- ٣a/ Recognize recent news, top stories, datelines, and headlines
- ٤a/ Recognize the most important paragraphs in a news story.
- ٥a/ Recognize common terms related to media in English and Arabic.
- ٦a/ Update the students' knowledge about editing translated news articles.

Intellectual skills (b)

- ١b/ Enhance translation skills.
- ٢b/ b/2 Paraphrase translated sentences in a journalistic way.
- ٣b/ b/3 Develop linguistic skills and students' vocabulary.
- ٤b/ b/4 Develop critical thinking.
- ٥b/ b/5 Interpret news articles and headlines
- ٦b/ b/6 Distinguish the characteristics of what makes an important integral part of a news article.

Professional and practical skills concerned to the course (c)

- ١c/ Apply translation rules.
- ٢c/ Develop skills in editing translated news articles.
- ٣c/ Produce translated articles in a journalistic format from multiple news stories.
- ٤c/ Use abbreviation forms in the translated passages.

General and transferable skills (d)

- ١d/ Work in groups to enhance the team work
- ٢d/ Use the internet to solve problems encountered in translation
- ٣d/ Discuss and analyze how to generate news headlines for edited translated articles as a class activity.
- ٤d/ Prepare translated headlines and news articles for quizzes.

Course Content: (e)

- | | | | |
|---|---|--|----------|
| Overview of Rules of translation | ١ | Translating and merging two news stories | ٦ |
| Translation of news stories and headlines | ٢ | | into one |
| Rules of editing translated news stories | ٣ | Choosing the right headline and lead for the | ٧ |
| Translating and editing news stories based on | ٤ | new edited news stories. | |
| inverted pyramid format | | Revision. | ٨ |
| Translating and rewriting news leads | ٥ | | |

Teaching and learning methods:

- 5/1 Lectures, 5/2 Discussion and Participation
- 5/3 Dividing the students into working groups, 5/4 PowerPoint presentations
- 5/5 Divide students using the Breakout Rooms feature in Blackboard Platform.

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam
- 6/2 Providing the course content on CDs to be easily converted to Braille (for blind students)
- 6/3 Dividing them into small groups (if they existed)

Student assessment methods:

- 7/A/1 Written Mid-Term Exam, 7/A/2 Oral quizzes, 7/A/3 Written quizzes, 7/A/4 Discussing and participating in the lectures
- 7/A/5 Written Final Exam

Course Coordinator: Prof. Dr. Walid Fathalla
 Head of Department: Prof. Dr. Nermin Al Azrak



Summary for Course Specifications

1- Course data:		
Code: COMM 312	Title: Communication Technology	Level: Third Level
	No of studying units: 3	Theoretical: 2h + Practical 2h

● **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- a/1 Identify the development of communication technology.
- a/2 Identify the development of communication technology from telephone line to mobile phones.
- a/3 Identify the ISDN.
- a/4 Understand the functions and mechanisms of submarine cables.

B) Intellectual skills

- b/1 Interpret the basics of telephone line and mobile operation.
- b/2 compare between submarine cables and microwaves.
- b/3 realize the effect of new technology on Satellite functions and mechanisms.

C) Professional and practical skills concerned to the course

- c/1 Trace the relationship between communication technology and age.
- c/2 Demonstrate how each means of communication technology works.
- c/3 Analyze the historical development of communication technology from early decades to nowadays.
- c/4 List the benefits of audio, video communications and multimedia sessions.

D) General and transferable skills

- d/1 Develop and enhance teamwork and time management skills
- d/2 Develop presentations skills
- d/3 Develop/Improve web surfing and computing skills
- d/4 Practice creative thinking and brainstorming

● **Course contents:**

- | | |
|---------------------|-------------------------|
| 1- Telephone line | 7- Laser |
| 2- Mobile | 8- VOIP |
| 3- ISDN | 9- IPTV/HDTV |
| 4- Submarine Cables | 10- Infrared/ bluetooth |
| 5- Microwaves | 11- Wi-Fi & WiMAX |
| 6- Satellite | 12- Revision |

● **Teaching and learning methods:**

- 1- Lectures. 2- Discussion. 3- Dividing the students into working groups. 4- Participation in class activities.
- 5- Dividing the students into working groups using the breakout rooms on the Blackboard platform.

● **Student assessment methods:**

- 1- Assignments. 2- Midterm Exam. 3- Discussions in the Lectures. 4- Written Final Exam.

Course Coordinator: Dr. Radwa Saad

Head of English Section: Prof. Dr. Nermeen Alazrak



Templates for course specifications

University: Cairo University
Faculty: Mass Communication
Department: English Section
Academic year: 2021\2022

1-Course data: Code: COMM 313 Title: Internet Publishing Level: Third Level No of studying units: 3h
Theoretical: 2 / **practical:** 2
2- Overall aims of course: This course concentrates on all aspects of Internet Publishing including its history, current practice and future trends in both theoretical and practical ways.
3- Intended learning outcomes of course (ILOs)
a) Information and concepts
a/1) Know the history of Internet Publishing. a/2) Understand multiple publishing tools and trends a/3) Appreciate the difference between Journalism and Free Expression a/4) practice application of knowledge in a location based project a/5) Identify new online publishing trends a/6) Practice intensive actual publishing of successful content a/7) Merge of theoretical and practical elements into a living laboratory of Internet publishing a/8) Identify the rapidly changing nature of Internet publishing a/9) use all forms of past, present and future Internet publishing a/10) criticize the increasingly tension between traditional and new and social media a/11) list all they have learned to a practical expression of publishing professional content on the internet a/12) Introduce them to the role of the Social media in Journalism
b) Intellectual skills
b/1) Analyze the successful elements of publishing online b/2) Analyze different publishing techniques b/3) Post online news stories on online portal b/5) Criticize news stories to understand journalism ethics b/6) criticize social media to identify fake news b/7) analyze news stories on social media b/8) analyze social media algorisms
c) Professional and practical skills
c/1) Ability to publish online c/2) Creating successful presence of journalism on social media c/3) Avoidance of being tricked by fake news on social media c/4) Recognition how to set the sequence of the film. c/5) Understand the significance of online journalism. c/6) Realize the potentials they have for practicing online journalism c/7) Obtain the skills to make a news story in a limited time
d) General and transferable skills
D-1-News writing D-2-Online Publishing. D-3-Criticizing social media. D-4- Presentation skills D-5-Real-time coverage D-6-Knowing the responsibilities of journalists
4- Course contents: intro, different types of Internet publishing, what do we publish, multimedia, location & meaning, free expression vs. journalism, it's time to publish, we are what we publish, location based publishing project, review of location based publishing project, revision,
5 teaching and learning methods: 5/1) Lectures 5/2) Discussion 5/3) Students presentations 5/4) Dividing the students into working groups using the breakout rooms on the Blackboard platform.
5- Teaching and learning methods for limited skills students: 6/1) One to One meetings with students who had special cases. 6/2) Only students with excused absences (e.g., documented emergencies) will be allowed to make up work (e.g., exams, in-class exercises). Students need to contact the instructor immediately (within 24-hours of the scheduled task), and make an arrangement for the make-up. 6/3) Make the exam in braille for blind students, if it's difficult for them to be examined on the Blackboard platform.
6- Student assessment methods:
a) Methods used: 7/A/1) Assignments to assess. 7/A/2) Project about publishing online content. 7/A/3) Mid Term 7/A/4) final Exam 7/A/5) Participation
b) Assessment schedule: Week 1,2,3,4,5,7,8,9,10,11&12: assignments - Week 6: Midterm exam - Week 13: Final exam
C- Weighting of assessments: Coursework 30% - Midterm 20% - Final exam 50%
7- List of references:
a) Course notes: PowerPoint Presentations
b) Essential books (text books) Golbeck, J., & Klavans, J. L. (2015). Introduction to social media investigation: a hands-on approach. Waltham, MA: Syngress, an imprint of Elsevier.
c) Recommended book: Kahin, B., & Varian, H. R. (2000). Internet publishing and beyond: the economics of digital information and intellectual property. Cambridge, MA: MIT Press. Lee, S. H. (2007). Print vs. digital: the future of coexistence. Binghamton, NY: Haworth Information Press.
d) Scientific periods, websites, etc.
<https://www.tumblr.com/> <https://wordpress.com> www.alexacom

Course Coordinator: Dr. Sahar Talaat

Head of Department: Prof. Dr. Nermeen Al-Azrak



University: Cairo
Faculty: Mass Communication
Department: English Section
Academic year: 2021/2022

Course specification Summary

1- Course data:		
Code: COMM 314	Title: Newspaper Layout & Design	Level: third level
No of studying units: 12 theoretical 1 / practical: 4		

- **Intended learning outcomes of course (ILOs):**

- a) Information and concepts:

a/1 Define newspaper layout and the main design elements a/2 Identify the role of the art director in a publication a/3 List the various elements used by art directors and in the publication design a/4 Identify the main criteria of successful publication design a/5 State the stages of newspaper layout and design. a/6 Describe the developments in newspaper layout and design. a/7 Identify the different types of illustrations a/8 Recognize the different types of fonts and name plates used in different publications

- b) Intellectual skills:

b/1 Compare publications' designs b/2 Classify articles according to their importance and news value b/3 Interpret the use of suitable typefaces for the publication b/4 Distinguish the colors and nameplates used according to the type of publication b/5 Explain the overall newspaper design process b/6 Discuss the dos and don'ts of newspaper layout and design

- c) Professional and practical skills concerned to the course:

c/1 Produce a newspaper page c/2 Produce a nameplate c/3 Produce a magazine page c/4 Develop newspaper design criticism c/5 Produce an entire magazine c/6 Apply the concepts of balance and variety in design

- d) General and transferable skills:

d/1 Develop creative thinking and brainstorming d/2 Develop time management skills d/3 Develop internet surfing skills d/4 Improve aesthetic value skills d/5 Develop critical thinking skills

- **Course contents:**

1-Introduction to newspaper layout & design 2-Stages of newspaper layout & design & its development 3- Characteristics of journalistic director. 4-Name plates 5-Cover titles 6-MidTerm Exams 7-Types of illustrations 8- Types of illustrations (continued) 9-Newspaper ads 10-Newspaper ads (continued) 11-Project assessment 12- Revision

- **Teaching and learning methods:**

5/1 Lectures 5/2 Practical application on dummies 5/3 Class discussions

- **Teaching and learning methods for limited skills students:**

6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on facebook group 6/3 Giving the students a written assignments instead of practical tailoring them to their skills 6/4 Trying to engage them more in lectures 6/5 Make the exam in Braille for the blind students, if it's difficult for them to be examined on the BlackBoard Platform.

- **Student assessment methods:**

1 Written Mid-Term Exam
2 Assignments to evaluate the students' ability to design
3 Final Project to evaluate the students' ability to design an entire publication
4 Discussing and participating in the lectures
5 Written Final Exam

Course Coordinator : Dr. Nader Habib Head of Department : Dr. Nermeen AlAzrak



Course Specification Summary

University: Cairo
Faculty: Mass Communication
Department: English Department
Academic year: 2021/2022

Course Data:		
Code: COMM 315	Title: Production of promotional materials	Level: 3
No of studying units: Theoretical: 2 hours / practical: 2 hours		

● Intended learning outcomes of course (ILOs):

a) Information and concepts: a/1 Define marketing, promotion, advertising, public relations, and understand the changes in the practice of advertising & investigating public relation programs. a/2 Identify the effective communication and promotional message, interviewing techniques and identify different types of media campaign. a/3 Define the marketing mix. a/4 Define promotion. a/5 List the elements of the marketing mix. a/6 Identify "Place" and "Promotion" in the marketing mix. a/7 List the elements of the promotional mix. a/8 Define public relations, personal selling and advertising. a/9 Identify ethical issues regarding advertising. a/10 List the steps of the preproduction phase of ads. a/11 List the steps of the production phase of ads. a/12 List the steps of the post-production phase of ads.

b) Intellectual skills: b/1 Discuss the role of effective media messages that help change behaviors and attitudes of individuals in a society. b/2 Explain the purpose of promotion. b/3 Explain the 4Ps of the marketing mix. b/4 Explain the elements of the promotional mix. b/5 Explain public relations, personal selling and advertising. b/6 Criticize regulations, ethical and legal issues concerning media acts especially advertising. b/7 Discuss preproduction, production and post-production of ads.

c) Professional and practical skills concerned to the course: c/1 Conduct a strategic media campaign and its assessment in terms of impact and return on investment. c/2 Apply the marketing mix. c/3 Apply the steps of preparing the promotional mix. c/4 Analyze various ads. c/5 Apply the stages of preproduction, production and post-production.

d) General and transferable skills: d/1 Develop and enhance teamwork and time management skills. d/2 Develop presentations skills. d/3 Develop research and analytical skills. d/4 Practice creative thinking and brainstorming.

● Course contents:

1- Introduction to promotion. 2- Introduction to marketing mix. 3- Elements of marketing mix (product & price). 4- Place and promotion. 5- Elements of promotional mix (sales promotion). 6- Public relations, personal selling. 7- Advertising. 8- Ethical issues regarding ads. 9- Preproduction phase of ads. 10- Production phase of ads. 11 & 12- Post production phase of ads.

● Teaching and learning methods:

1-PowerPoint lectures. 2- Lecturer's notes. 3- Projects. 4- Dividing the students into working groups using the breakout rooms on the BlackBoard Platform.

● Student assessment methods:

1- Midterm Project. 2- Coursework Project. 3- Written Final Exam.

Course Coordinator: Dr. Reham Salah - Dr. Dina Magdi **Head of Department** Prof. Dr. Nermeen Al-Azrak



Course Name: Media Criticism COMM 411	Department: English section
Level: Fourth level / General	No of studying units: 3 theoretical 3 / practical:

Intended learning outcomes of course (ILOs)

a) Information and concepts

- A/1 define media criticism.
- A/2 identify the first level of discourse analysis.
- A/3 writing an article to review a movie, book or a piece of art.
- A/4 foster critical thinking
- A/5 understand the development of film criticism and analysis
- A/6 be conversant with the major approaches to film criticism and theory
- A/7 describe individual films using particular theoretical approaches
- A/8 understand film as an aesthetic art form
- A/9 learn how to conduct original research using a variety of media texts
- A/10 learn key methods of textual analysis in the field of media studies
- A/11 Identify and analyze the ethics and content on non-fiction narrative work and reality programming.
- A/12 Explore the societal impact of TV

b) Intellectual skills

- B/1 Basic elements of the media criticism.
- B/2 writing a review article.
- B/3 knowing the different genres of media.
- B/4 assess and conduct original critical examination and research
- B/5 Criticize regulations, ethical and legal issues concerning media acts
- B/6 write critically about film in an academic tone
- B/7 analyze a piece of critical writing
- B/8 Critically evaluate the digital films and video production works

c) Professional and practical skills

- C/1 Research and analyze the implications and impact of new media content and delivery
- C/2 Articulate the aesthetic elements in a media production work
- C/3 Evaluate critically the aesthetic quality of digital film and video production works
- C/4 Evaluate critically the aesthetic quality of digital film and video production works
- C/5 Distinguish the various uses of propaganda throughout media

d) General and transferable skills

- d/1- Develop and enhance teamwork and time management skills
- d/2- Develop research and analytical skills.
- d/3- Improve writing skills
- d/4- Practice creative thinking and brainstorming
- d/5- Ability to work effectively both individually and collaboratively

Course Content:

- 4/1 Definition of media Criticism 4/2 Movie Criticism 4/3 Movie Criticism continued 4/4 TV Criticism 4/5 TV Criticism Continued 4/6 Mid term exam 4/7 Print Criticism 4/8 Novel Criticism 4/9 Novel Criticism 4/10 Writing styles of Critizing a movie 4/11 Discourse analysis 4/12 Revision

teaching and learning methods:

- 5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups on Blackboard Platform 5/4 Interaction between the students through participating in class activities 5/5 Powerpoint Presentation

Student assessment methods:

- 7/A/1 Mid-Term Exam 7/A/2 Assignments to evaluate the students' ability to to research and analyze different genres of media 7/A/3 Discussing and participating in the lectures 7/A/4 Written Final Exam

Course Coordinator: Dr.Hany Mohamed Ali

Head of Department: Prof.Dr. Nermeen Al-Azrak



Course Specification Summary

University: Cairo
Faculty: Mass Communication
Department: English Department
Academic year: 2021/2022

1- Course Data:		
Code: Code:COMM412	Title: Webcasting	Level: 4
	No of studying units: Theoretical: 2 / Practical:2	

- **Intended learning outcomes of course (ILOs):**

a) Information and concepts: a/1) Recognizing the concept of webcasting. a/2) Understanding the types of webcasting. a/3) Obtaining the knowledge of the difference between webcasting and podcasting. a/4) Learning the steps of creating a successful webcast. a/5) Knowing the obstacles of webcasts. a/6) Making brainstorm to select an idea for a webcast. a/7) Understanding the effects of webcasting. a/8) Acquiring knowledge of the future of webcasting. a/9) learning how to stream live media content. a/10) Recognizing the possible effects of webcasting in the society. a/11) learning about the obstacles of webcasting in Egypt. a/12) Learning about the best webcasting websites.

b) Intellectual skills: b/1) Analyzing the best and worst webcasts. b/2) selecting an idea suitable for a webcast. b/3) Analyzing the process of scriptwriting for a webcast. b/4) Recognition of the tools of marketing a webcast. b/5) Analyzing the different types of webcasting. b/6) Differentiating between the podcasting and webcasting. b/7) Analyzing webcasting websites. b/8) analyzing international webcasting standards.

c) Professional and practical skills concerned to the course: C/1) Acquiring examples of webcasts. C/2) Capability to produce a webcast with low budget. C/3) Constructing a marketing strategy for a webcast. C/4) Recognition of flaws in webcasts and finding solutions. C/5) Understanding the timing factor in producing a webcast. C/6) Realizing the budget aspect of producing a webcast. C/7) Obtaining the skill to write a script professionally for a webcast.

d) General and transferable skills: D/1) Scriptwriting skills. D/2) Marketing skills. D/3) Criticizing webcasts skills. D/4) Presentation skills. D/5) Time keeping and framing skills. D/6) Budgeting skills for webcasting.

- **Course contents:** 1) The concept of webcasting. 2) Types of webcasting. 3) The fields using webcasting. 4) The process of podcasting from subscription to upload. 5) The obstacles of webcasting. 6) The steps of creating a webcast. 7) How to make a successful webcast for free. 8) The effects of webcasting on the future of webcasting. 9) Students' presentations of the best and worst webcasting sites. 10) Students' presentations of their final scripts and how they tailored them for webcasting.
- **Teaching and learning methods:** 5/1) Lectures. 5/2) Discussion. 5/3) workshops. 5/4) presentation (individual). 5/5) Dividing the students into working groups using the breakout rooms on the BlackBoard Platform.

Student assessment methods: 7/a/1) Assignments to assess. 7/a/2) Presentation to assess. 7/a/3) Mid Term. 7/a/4) final Exam. 7/a/5) Participation.

Course Coordinator: Dr. Mahmoud Mehanna **Head of Department** Prof. Dr. Nermeen Al-Azrak



Course Specification Summary

University: Cairo
Faculty: Mass Communication
Department: English Department
Academic year: 2021/2022

1- Course data:		
Code: COMM413	Title: E-Marketing	Level: Forth
No of studying units: 12 Theoretical: 1.5/ Practical: 3		

• Intended learning outcomes of course (ILOs):

a) Information and concepts: a/1 Define online marketing and its different tools. a/2 Describe how to build a successful foundation. a/3 Illustrate the steps and phases of planning an online marketing website. a/4 Outline the stages and elements of building an online marketing website. a/5 State how to conduct content marketing. a/6 Illustrate search-engine marketing. a/7 Explain search-engine optimization. a/8 Discuss an overview about social marketing. a/9 Explain blogging, types of blogs, and their uses in e-marketing. a/10 Describe online advertising. a/11 Explain the difference between offline and online advertising. a/12 Identify e-mail marketing.

b) Intellectual skills: b/1 Distinguish the advantages of online marketing has on offline marketing. b/2 Interpret the challenges of building a website for online marketing. b/3 Compare content marketing techniques. b/4 Describe the role search-engines play in online marketing. b/5 Illustrate steps of the research necessary to create a successful e-marketing campaign. b/6 Interpret the difference between social and commercial e-marketing. b/7 Compare the pros and cons of using different e-marketing tools. (e.g., blogs, email, search-engine, or social media). b/8 Explain the difference between the different types of blogs. b/9 Relate different assessment methods to the various online marketing tools used in a campaign.

c) Professional and practical skills concerned to the course: c/1 Utilize different online marketing tools. c/2 Build an online marketing website. c/3 Create blogs that best serve e-marketing campaigns. c/4 Create a search engine optimized content. c/5 Use email and social media to promote an idea or a product online.

d) General and transferable skills: d/1 Develop organizational and coordination skills. d/2 Develop teamwork, time management, and peer evaluation skills. d/3 Develop presentations skills. d/4 Improve analytical skills. d/5 Develop online marketing skills. d/6 Practice creative thinking and brainstorming.

- **Course contents:** 1/ What is Online Marketing. 2/ Building Foundation. 3/ Planning An Online Marketing Website. 4/ Building a Site for Online Marketing. 5/ Content Marketing. 6/ Search Engine Marketing. 7/ Social Marketing. 8/ Blogging. 9/ Online Adverting. 10/ Email Marketing. 11/ Conclusion.
- **Teaching and learning methods:** 1/ Lectures. 2/Discussions. 3/ Group presentations. 4/ Diving students into working groups using the breakouts on the Blackboard platform.
- **Student assessment methods:** 1/ Individual assignments. 2/ Midterm project. 3/ Group projects. 4/ Final Exam.

Course Coordinator: Dr. Maha Bahnasy

Head of Department: Prof. Dr. Nermeen Al-Azrak



Course specifications

University: Cairo
Faculty: Mass Communication
Department: English Department
Academic year: 2021/2022

Course specifications

1- Course data:		
Code: COMM 414	Title: Media Campaign	Level: Fourth level
No of studying units: 3		
Theoretical: 2 / practical: 2		

Intended learning outcomes of course (ILOs):

a) Information and concepts

- a/1 Define advertising campaign
- a/2 Identify marketing mix
- a/3 Cite IMC key features
- a/4 List the steps of planning a media campaign
- a/5 Differentiate between the consumer research and the Product research
- a/6 Identify the Market Analysis and the competitive situation
- a/7 Describe the advertising objectives
- a/8 Identify the function of the advertising objectives
- a/9 Recognize the key inputs of objective setting
- a/10 Identify the target market
- a/11 Define the Target market from the demographics to the psychographic lifestyle and the benefit factors
- a/12 Identify the results of the advertising campaign

b) Intellectual skills

- b/1 Illustrate research processes
- b/2 Classify advertising campaign planning framework
- b/3 Compute advertising budget
- b/4 Explain the strategy for the target market of the campaign
- b/5 Distinguish between different types of research
- b/6 Classify the target market
- b/7 Interpret the advertising objectives

c) Professional and practical skills concerned to the course

- c/1 Develop advertising plan
- c/2 Use marketing mix in advertising campaign
- c/3 Apply the advertising and marketing objectives in the campaign
- c/4 Complete all the types of research when developing a media campaign
- c/5 Analyze the results of the campaign

d) General and transferable skills

- d/1 Work in groups to enhance the team work
- d/2 Use the internet in collecting data about the activities of advertising agencies in planning for a media campaign
- d/3 Discuss and analyze all the new trends in marketing
- d/4 Present reports and researches about Media Campaigns

Course Content:

1. Intro. 2. Campaign outline situation analysis 3. Audience research 4. Objectives & strategy 5. Logo design 6. Effective slogans 7. Brochures 8. Posters & flyers 9. Campaign launching 10. Evaluation techniques 11. Presentation

Teaching and learning methods:

- 5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups 5/4 Watching advertising videos 5/5 PowerPoint presentations

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on CDs to be easily converted to Braille (for blind students) 6/3 Dividing them into small groups (if they existed)

Student assessment methods:

- 7/a/1 Research project as a Mid-Term Exam 7/a/2 Assignments to evaluate the students' ability to research and investigate 7/a/3 Discussing and participating in the lectures 7/a/4 Presentation of the research project 7/a/5 Written Final Exam

Course Coordinator: Dr. Mahmoud Mehanna

Head of Department: Prof. Dr. Nermeen AlAzrak



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2021-2022

Course specifications

1- Course data:		
Code: Comm 460	Title: Graduation project	Level: Fourth level
	No of studying units: Theoretical: - / practical: 6	

Intended learning outcomes of course (ILOs)

a) Information and concepts

- A.1. Describe an in depth understanding of a specific issue or set of issues and of the journalistic means to present or explore them.
- A.2. cite the various steps of preproduction process.
- A.3. state the differences between pre-production, production & post production.
- A.4. List the basic steps of choosing the right idea for their grad project.
- A.5 define the different ways of conducting research for producing the grad project.
- A.6 define the basics of preparing the detailed research.
- A.7 cite the basic steps of writing script.
- A.8. describe the basic of editing techniques.
- A.9. recognize the layout principles.
- A.10. list the different ways for using social media for promoting final productions.
- A.11 Describe basics of planning a marketing campaign.
- A.12 list the basic differences between different media productions.

b) Intellectual skills

- B.1 describe the steps to design, refine, and do the preparatory research for the development of an independent, self directed broadcast or printed magazine project.
- B.2 Discuss the steps needed to promote the development of the skills required for the development of independent project work.
- B.3 explain the steps of developing project work.
- B.4 interpret the different ways to encourage a critical reflection of broadcasting practice.
- B.5. Describe the ways to criticize media production.
- B.6. discuss the characteristics needed to be a good director.
- B.7. Discuss the steps of writing story board.
- B.8 interpret the basic of media ethics.

c) Professional and practical skills concerned to the course

- C.1 Applying the various steps of production techniques.
- C.2 develop an in-depth understanding of journalistic standards.
- C.3 demonstrate technical standards television or journalism production.
- C.4 demonstrate the steps of script breakdown.
- C.5 apply the steps of visualizing journalistic ideas.
- C.6. APPLY The steps of promoting media campaigns.

d) General and transferable skill

- D.1. improve the ability to work effectively both independently and with supervisor.
- D.2. assess the ability to respond to criticism.
- D.3 evaluate the work effectively both individually and as a member of team.
- D.4. improve the ability to verify data from internet
- D.5 improve the ability to share their knowledge and opinions.
- D.6 improve the ability to think in different approaches.

Course content

1. Media production types 2. Idea development 3. Research to select a topic 4. Final topic selection 5. Outline writing 6. Research outline discussion 7. Budget setting 8. Production techniques 9. Final editing

Teaching and learning methods:

5/1 lectures 5/2 practical sections and shooting in the field 5/3 discussion 5/4 Hold weekly meetings with the students using Blackboard online platform.

Teaching and learning methods for limited skills students

6/1 More practices 6/2 Provide personal assistant to them through giving them one-to one private sections 6/3 Give visually-impaired and special needs students tasks that are convenient for them

Student assessment methods

7.a.1 Discussion and weekly meetings with students 7.a.2 Final project

Course Coordinator:

Head of Department: Prof. Dr. Nermeen AlAzrak



University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2021/2022

Summary Course specifications

1- Course data:		
Code: COMM321	Title: Advanced newspaper reporting	Level: third level
No of studying units: 12 theoretical 2 / practical: 2		

- **Intended learning outcomes of course (ILOs):**

a) Information and concepts:

a/1 Define Quotations a/2 Describe Levels of quotations
a/3 Read about attributions a/4 Recognize the nature of interviews
a/5 State the main factors of informal polls a/6 Indicate the key elements in investigative report
a/7 Identify the structure of the investigative report a/8 List the main points to build a good interview
a/9 Name the elements and questions in news piece a/10 Report the main key factors in the investigative reports
a/11 Summarize the basic variables in statistical information a/12 Point out the necessity of using statistics in the news piece

b) Intellectual skills:

b/1 Distinguish a clear understanding of the necessity of quotations b/2 Confirm the ability of processing interviewing questions
b/3 Compare between different political pieces b/4 Interpret the structure of the investigative reports b/5 Discuss the factors of
informal polls b/6 Outline the questions need to be answered in statistical information b/7 Locate the most important factors in
the investigative report b/8 Illustrate what makes a good interview b/9 Illustrate the structure of informal polls b/10 Relate the
political issues to the investigative reporting

c) Professional and practical skills concerned to the course:

c/1 Conduct investigative reports c/2 Prepare lists of questions for the sources in interviews c/3 Analyze the political news c/4
Match the information provided for investigative pieces c/5 Order the information given
c/6 Use the quotations you have to build up a good story c/7 Develop a clear understanding of informal polls
c/8 Use the social media to gather information that can help build up a investigative piece

d) General and transferable skills:

d/1 Improve presentation skills d/2 Develop interviewing skills d/3 Enhance online researching skills
d/4 Practice critical thinking d/5 Improve the ability to find information d/6 Point out the necessity to connect ideas and
information together

- **Course Content:**

1-Quotations 2-Attributions 3-Using statistics 4- Informal polls 5-Interviews
6- Midterm Exams 7-Interviews continued 8-Investigative Journalism 9-Investigative Journalism continued 10-Investigative
Journalism continued 11-Investigative Journalism continued 12-Revision

- **Teaching and learning methods:**

5/1 Lectures 5/2 Discussion

5/3 Dividing the students into working groups using the breakout rooms on the Blackboard Platform

5/4 Interaction between the students through participating in class activities

- Class activity.

1. Writing notices about how the journalist uses statistics in writing news stories.
2. Writing news stories based on results of informal polls.
3. Select different ideas suitable for conducting investigative reports.

- **Teaching and learning methods for limited skills students:**

6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on
facebook group 6/3 Dividing them into small groups (if they existed) 6/4 Make the exam in braille for the blind
students, if it's difficult for them to be examined on the BlackBoard Platform.

Course Coordinator: Dr. Hany Mohamed Ali

Head of Department: Dr. Nermeen AlAzrak



Templates for course specifications

University: Cairo
Faculty: Mass Communication
Department: English
Academic year: 2021/2022

Course specifications

1- Course data:		
Code: COMM322	Title: Advanced newspaper writing	Level: Third
No of studying units: 3 hours theoretical 2 / practical: 2		

a/9 Name the elements and questions in crime piece
a/10 Report the main key factors in the news piece
a/11 Summarize the basic variables in a news photo
a/12 Point out the necessity of photo captions

a) Information and concepts

- a/1 Define interview conduction
- a/2 Describe politics topics'
- a/3 Read politics pieces
- a/4 Recognize the nature of speech telling
- a/5 State the main factors of speech writing
- a/6 Indicate the key elements in sports writing
- a/7 Identify the structure of the sports news
- a/8 List the main points to build a science story

b) Intellectual skills

- b/1 Distinguish a clear understanding of conducting an interview
- b/2 Confirm the ability of processing politics topics
- b/3 Compare between different politics pieces
- b/4 Interpret the structure of the speeches
- b/5 Discuss the factors of speech writing

c) Professional and practical skills concerned to the course

- c/1 Conduct interviews
- c/2 Prepare lists of questions for the sources
- c/3 Analyze the political news
- c/4 Match the information provided for news piece
- c/5 Order the information given
- c/6 Use the questions you have to build up a story
- c/7 Develop a clear understanding of writing crime story
- c/8 Use the social media to gather information that can help build up a news piece

d) General and transferable skills

- D/1 Improve presentation skills
- D/2 Develop interviewing skills
- D/3 Enhance online researching skills
- D/4 Practice critical thinking

- b/6 Outline the questions need to be answered in news piece
- b/7 Locate the most important factors in the news piece
- b/8 Illustrate what makes a good photo
- b/9 Illustrate the structure of catchy caption
- b/10 Relate the caption with the photo

Intended Learning Outcomes (ILOs)

- Interviews
- Writing politics
- Writing politics continued
- Writing speeches

- Writing speeches continued
- Writing Sports
- Writing Science
- Writing crimes

- D/5 Improve the ability to find information
- D/6 Point out the necessity to connect ideas and information together

- Course Content:**
- News Pictures
 - Writing Photo caption
 - Revision

Teaching and learning methods:

5/1 Lectures, 5/2 Discussion, 5/3 Dividing the students into working groups using the Breakout rooms feature on Blackboard platform, 5/4 Interaction between the students through participating in class activities.

Teaching and learning methods for limited skills students:

- 6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam
- 6/2 Providing the course content on Blackboard platform.
- 6/3 Dividing them into small groups (if they existed)

Student assessment methods:

- 7/A/1 Written Mid-Term Exam
- 7/A/2 Assignments to evaluate the students' ability to research and investigate

- 7/A/3 Discussing and participating in the lectures
- 7/A/4 Written Final Exam

Course Coordinator: Dr/ Hany Mohamed Ali
Head of Department: Prof. Dr. Nermin Al Azrak



Course Name: Magazine Writing and Reporting Code: COMM 323	Department: English section
Level: Third level	No of studying units: 3 theoretical 2 / practical: 2

Intended learning outcomes of course (ILOs)

a) Information and concepts

a/1 Define what a magazine is.

a/2 Identify different genres of magazines.

a/3 Point the writing skills for magazines.

a/4 Describe how to do an interview.

a/5 List the different types of questions.

a/6 point the different types of interviews

a/7 indicate the importance of the cover of the magazine.

a/8 recognize feature writing

a/9 List skills of feature writing

a/10 define reportage

a/11 Identify skills of reportage writing

a/12 Point the main features that differentiate magazine from newspaper.

b) Intellectual skills

b/1 Explain the magazine characteristics.

b/2 Classify the right questions for an interview.

b/3 Outline the preparation for an interview.

b/4 discuss the cover of the magazine.

b/5 Illustrate how to choose a topic for the magazine.

b/6 Distinguish who to interview for a magazine.

b/7 Illustrate how to write a report.

b/8 outline the way of writing feature and reportage

c) Professional and practical skills

c/1 Prepare the student to be a skilled journalist

c/2 demonstrate the ability of the student to make an interview

c/3 Prepare the student for the journalistic environment.

c/4 Employ roles

c/5 develop the student's sense of choice

d) General and transferable skills

d/1- Debate and detect teamwork and time management skills

d/2- Criticize different magazines

d/3- Analyze magazines reports and covers.

d/4- Examine reports and researches about latest magazines in the market

Course Content:

4/1 History of magazines 4/2 History of magazines continued 4/3 Writing for magazines 4/4 Writing styles for magazines 4/5 Interviewing skills 4/6 Mid term exam 4/7 Interviewing skills continued 4/8 Interviewing skills continued 4/9 Feature Writing 4/10 Feature Writing 4/11 Reportage 4/12 Revision

teaching and learning methods:

5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups on Blackboard Platform 5/4

Interaction between the students through participating in class activities

Student assessment methods:

7/A/1 Written Mid-Term Exam

7/A/2 Assignments to evaluate the students' ability to research and investigate

7/A/3 Discussing and participating in the lectures 7/A/4 Written Final Exam

Course Coordinator: Dr. Hany Mohamed Ali

Head of Department: Prof. Dr. Nermin Al-Azrak



Course Name: Press Translation Code: COMM 421	Department: English section-
Level: Fourth level / General	No of studying units: 3theoretical 1 / practical: 4

Intended learning outcomes of course (ILOs)

- a) Information and concepts
 - a/1 identify different media idioms in Arabic and English news stories
 - a/2 define different ways of translating news stories
 - a/3 describe basics of translation
 - a/4 indicate examples of translation tools
 - a/5 Recognize various forms of communication skills
 - a/6 update general knowledge skills on the political, economic and social level.
 - a/7 Draw experience of translation in short time
 - a/8 Tell knowledge of translation from different media platforms
- b) Intellectual skills
 - b/1 discuss different social, political issues through translating different topics
 - b/2 distinguish translation from both languages
 - b/3 explain how to apply translation tools in different news stories
 - b/4 discuss personal experience in translation field
 - b/5 Illustrate how to translate effectively in short time
 - b/6 describe different political , economical and social events in society through translating various topics
- c) Professional and practical skills
 - c/1 apply editing skills in both Arabic and English news stories
 - c/2 develop coherent translation of news stories
 - c/3 use editing skills in translating from different sources
 - c/4 produce different translation topics done by students
 - c/5 complete skills of translation in minimum of amount of time
- d) General and transferable skills
 - d/1 analyze the practical experience through working in media field
 - d/2- Criticize and analyze information introduced through lectures.
 - d/3- Debate with the lecturer
 - d/4 Examine team working sessions

Course Content:

- 4/1 Why do we translate and how we do it? 4/2 Transcription of audio material 4/3 Training on Local news
- 4/4 Training on Foreign news 4/5 Training on Sports news 4/6 Mid term exam 4/7 Shifting from English to Arabic translation 4/8 Special languages of headlines 4/9 How to write one news story from different sources
- 4/10 Translate the same news story from different agencies 4/11 Translate from multi sources (English and Arabic) 4/12 Revision

teaching and learning methods:

- 5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups on Blackboard Platform 5/4 Interaction between the students through participating in class activities

Student assessment methods:

- 7/A/1 Written Mid-Term Exam
- 7/A/2 Assignments to evaluate the students' ability to research and investigate
- 7/A/3 Discussing and participating in the lectures 7/A/4 Written Final Exam



Templates for course specifications

University: Cairo
 Faculty: Mass Communication
 Department: English
 Academic year:2021/2022

Course specifications

Course data: - ¹		
Code: COMM422	Title: Newspaper Management and economics	Level: forth
No of studying units: 3 hours theoretical 3 / practical:		

Intended Learning Outcomes (ILOs)

Information and concepts (a)

- a/1 Define classical theory of Organization
- a/2 Describe the principles of managing newspaper organization
- a/3 Read about the structure of a newspaper organization
- a/4 Recognize the work flow within newspaper organizations
- a/5 State different theories regarding newspaper management
- a/6 Indicate management strategy of existing newspaper organization based on explained theoretical frameworks and in depth interviews with media practitioners as a part of their course.
- a/7 Identify the managerial theories
- a/8 List the different strategies' of organizational structure
- a/9 Name the most important theories of management
- a/10 Report the different examples of news organizations
- a/11 Summarize the main elements of successful management
- a/12 Point out the factors of the economical structure of news organizations

Intellectual skills (b)

- b/1 Distinguish factors that enable successful newspaper organizations.
- b/2 Confirm issues of gender and age as affecting the management of the newspaper.
- b/3 Compare the different organizational structures in Egypt
- b/4 Describe newspaper publishing as an industry.
- b/5 Discuss the managerial theories
- b/6 Outline the elements of economical factors in news organizations
- b/7 Locate the best model of management
- b/8 Illustrate the in-depth interviews
- b/9 Illustrate the system theory
- b/10 Relate between different management strategies of press organization.

Professional and practical skills concerned to the course (c)

- c/1 Conduct in-depth interviews as a method of data collection.
- c/2 Prepare management theories studied on real world media organization
- c/3 Analyze relations with journalists, and see how work gets to be done.
- c/4 Match between different managerial theories
- c/5 Order the questions in the in-depth interviews
- c/6 Use research methods to conduct the interviews
- c/7 Develop the managerial thinking

General and transferable skills (d)

- D/1 Improve team work skills
- D/2 Develop managerial skills
- D/3 Enhance the economical vision
- D/4 Improve the presentation skills
- D/5 Improve research writing skills
- D/6 Point out the organizational skills
- D/7 Investigate the online researching skills

Course Content:

- Machine metaphor theory
- Taylor scientific management Theory
- Fayol's Administrative theory
- How to conduct and analyze in-depth interviews
- The structure of the newspaper
- System theory
- Discussing research done by students

Teaching and learning methods:

5/1 Lectures, 5/2 Conducting group research, 5/3 Students Discussions using the Breakout Rooms in Blackboard Platform.

Teaching and learning methods for limited skills students:

6/1 providing the content on CD to be easily changed to Braille for visually impaired student.
 6/2 dividing students into groups via the Breakout Rooms in Blackboard Platform. 6/3 Make Up exams.

Student assessment methods:

7/a Student activity (Assignments) 7/b Group research (in- depth interviews), 7/a/3- Final exam.

Course Coordinator: Dr/ Fatma Al-Zahraa Abdel

Fattah

Head of Department: Prof. Dr. Nermine Al Azrak



University: Cairo
Faculty: Mass Communication
Department: English section- general
Academic year: 2021/2022

Course specifications Summary

1- Course data:		
Code: COMM 423	Title: Research methods in journalism	Level: fourth level
No of studying units: 3 theoretical 2 / practical: 2		

- Intended learning outcomes of course (ILOs)
 - a) Information and concepts:

a/1 define the background information about journalism research a/2 identify different types of research tools a/3 describe tools of collecting data a/4 list examples of researches a/5 Point the positive and negatives media influences according to contemporary communication theories a/6 Indicate the development happened in the journalism research field a/7 Define quantitative and qualitative research a/8 Recognize how to use the research tools in analyzing journalism issues a/9 Identify ways of writing a research report a/10 define how to design a research a/11 List example of ways of conducting research a/12 Identify how to analyze data

b) Intellectual skills:

b/1 discuss how to apply theoretical background in research representing critical review on theories b/2 distinguish different types of research methods b/3 explain how to apply research methods in journalistic fields b/4 express personal experience in research field b/5 compare different ways of writing research reports b/6 explain how to analyze data b/7 distinguish the difference between quantitative and qualitative research b/8 discuss ways of conducting research

c) Professional and practical skills concerned to the course

c/1 apply ways of conducting the research c/2 develop a research proposal c/3 use previous literature in conducting research project c/4 produce different research projects done by students c/5 Employ ways of analyzing data

d) General and transferable skills:

d/1

differentiate examples on researches conducted in shares related to selected research topics d/2- Debate team working sessions d/3- Examine brainstorming d/4 Criticize and analyze information introduced through lectures d/5 Infer with the lecturer d/6 Detect research and analytical skills d/7 Investigate writing skills

- **Course contents:**

1-Introduction to communication research 2-Selecting a topic for research 3-Defining the essential steps for research 4-Define the methods and tools for collecting data 5-What is macro level 6- Midterm exams 7-What is content analysis 8-Define practical examples for research 9-Problem & objective 10-Research questions 11-Revision

- **Teaching and learning methods:**

5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups using the breakout rooms on the BlackBoard Platform 5/4 Interaction between the students through participating in class activities

- **Teaching and learning methods for limited skills students:**

6/1 If a student missed the Mid-Term exam, he/she can attend a make-up exam 6/2 Providing the course content on facebook group 6/3 Dividing them into small groups (if they existed) 6/4 Make the exam in Braille for the blind students, if it's difficult for them to be examined on the BlackBoard Platform.

- **Student assessment methods:**

1- Written Mid-Term Exam 2- Assignments to evaluate the students' ability to research and investigate 3- Discussing and participating in the lectures 4- Written Final Exam

Course Coordinator : Prof. Dr. Hanaa Farouk

Head of Department : Prof. Dr. Nermeen Al-Azrak



Summary for course specification

Course data		
Code: COMM 331	Title: Broadcast Journalism	Level: Three
Number of studying units: Theoretical: 2 hours / Practical: 2 hours		

- **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- a/1- learn most popular R and TV terminology of broadcast news production.
- a/2- learn about the structure of TV news story.
- a/3- know the function of news leads and how to write an interesting lead in different formats.
- a/4- know the different visual components of TV news reports.
- a/5- understand the different formats of electronic graphics and transition devices
- a/6- understand the main features of TV news reports
- a/7- understand the main characteristics of TV features
- a/8- learn about the audio components of TV news
- a/9- know the different element of broadcast news worthiness
- a/10- know the different techniques and guidelines for interviewing
- a/11- learn about the grammar for writing TV news script
- a/12- understand how to evaluate and criticize news reports

B) Intellectual skills

- b/1- differentiate between print TV techniques in writing news.
- b/2- criticize different broadcast news reports .
- b/3- analyzing various reporting and writing skills
- b/4- differentiate between TV and print leads
- b/5- differentiate between different styles of writing TV news leads
- b/6- investigate the variables of news worthiness for news stories

C) Professional and practical skills concerned to the course

- c/1- create effective grasping TV leads.
- c/2- create an interesting script for news story.
- c/3- produce visually strong news stories or features.
- c/4- use natural sounds and different types of audio effectively.
- c/5- apply different electronic graphics and transition devices effectively

D) General and transferable skills

- D-1- Develop and enhance teamwork and time management skills
- D-2- Develop presentations skills
- D-3- Develop research and analytical skills.
- D-4- Improve writing skills
- D-5- Develop/Improve web surfing and computing skills
- D-6- Practice creative thinking and brainstorming

- **Course contents**

- | | | |
|---------------------------------|---|--------------------------------|
| 1- Broadcast news terminology | 2- Skeleton of news story production | 3- TV news leads |
| 4- Visual components of TV news | 5- Electronic graphics and transition devices | 6- Midterm exam |
| 7- News reports and features | 8- Audio | 9- Elements of news worthiness |
| 10- Interviewing techniques | 11- Grammar for writing TV news | 12- Production of news reports |

- **Teaching and learning methods**

- 1- PowerPoint 2- Practical work including mobile & camera news reports 3- Previously produced news reports & features
- 4- Dividing students into working groups using the breakout rooms feature on the Blackboard platform 5- Assignments

- **Student assessment methods**

- 1- Midterm exam 2- Assignments 3- Final exam

Course coordinator: Dr. Dina Magdy

Head of Department: Prof. Dr. Nermin Al-Azrak



Summary for course specifications
Course specifications

1- Course data:		
Code: COMM 332	Title: Radio and TV Directing	Level: Third level
No of studying units: 3		
Theoretical: 2h + practical 2h(1)		

• **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- A.1. Describe different concepts about directing techniques.
- A.2. cite the Differences between radio and TV directing.
- A.3. identifies the different techniques for directing radio and Tv programs.
- A.5. Describe the basics of radio and TV editing.
- A. 5 list the Basic operational procedures and practices of studio control room.
- A.6. Define Basic operational procedures and practices of Tv filming.
- A.7. lists the disciplines, techniques and procedures used by the Television Director during the pre-production, production and post production processes.
- A.8. Define the steps of writing television Script.
- A.9. Define the steps of writing radio Script.
- A.10. list the different types of Television cameras.
- A.11. Identifies the basic rules of television editing.
- A.12. Identifies the basic rules of audio editing.

B) Intellectual skills

- B.1 describe the different stages of production
- B.2 expalin the role of director through different stages of production
- B.3 interpret the differences between tv directors and radio directors
- B.4 summarizes the impact the director has in society.
- B.5. Describe the the different stages of Script writing.
- B.6. explain the role of editor in editing different television formats.
- B.7. interpret the different shooting techniques.
- B.8. summarizes the major differences between different directing schools.

C) Professional and practical skills concerned to the course

- c.1 apply the different stages of production
- c.2 illustrate the role of director through different stages of production
- c.3 apply the differences between tv directors and radio directors
- c.4 Demonstrates the impact the director have over the whole productions stages.
- C.5. Apply the differences between different camera lenses.



**Summary for course specifications
Course specifications**

1- Course data:		
Code: Comm 333	Title: Radio and TV EDITING	Level: Third level
	No of studying units: Theoretical: 1 / practical:4(2)	

• **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- a.1.State the basic rules of video signal and the different between them.
- a.2 describe The basic ways of creating and scanning Picture
- a.3 cite the kinds or TV system DV-HDV
- a.4 Identify the different between Linear and Non-linear editing system
- a.5 Cite how to use the rules of editing
- a.6 state a fine art through the editing program.
- a.7 investigate different editing concepts
- a.8 define the main shortcuts used in final cut as an editing software.
- a.9. investigate the differences between editing transitions.
- a.10. state the steps s of editing music.
- a.11. investigate steps of exporting
- a.12. cite the steps of converting materials.

B) Intellectual skills

- b. 1 distinguishes how to use raw material to modify it and edit it to produce a fine sequence.
- b. 2 Describe the problems which an editor might face it through the work.
- b. 3 Explanation of the main theories of editing.
- b. 4 Illustrating a full sequence starting from importing the raw material and ends by exporting a short movie as a graduation project.
- B.5 Distinguish the main editing tools.
- B.6. Explain FCP7 and its tools.
- B.7. distinguish the differences between EDITING soft wares
- B.8. illustrate the steps of building scene.

C) Professional and practical skills concerned to the course

- C.1 apply editing software on the PC.
- C.2 develop the professional practical skills of video editing
- C.3 employ full edited sequences through the course time plan.
- C.4. apply the general steps of editing different media genres.
- C.5. Develop the professional practical skills of audio editing
- C.6. . Develop the professional practical skills of color grading.

D) General and transferable skills

- D.1 analyze the students' skills work as team work to share their knowledge and opinions
- D.2 improve the students' ability to accept others opinions
- D.3 improve the students' ability to work all together to deliver the best masterpiece.
- D.4 Assess the student ability to use the interent to bring footage and archive material.
- D.5. improve the students' ability to criticize movies.
- D.6. improve the students' ability to Think feely and broaden his mind.

• **Course contents:**

- | | | |
|-------------------------------------|--------------------------------|-----------------------------------|
| 1.Installing and Setting up F.C.P.7 | 2.Project ,Sequences and Clips | 3.Project ,Sequences and Clips |
| 4.Capturing Video | 5.Importing Digital Media | 6.Basic Editing in the TimeLine |
| 7.Audio Tools and Techniques. | 8.Midterm | 9.Visual Effects and Compositing. |
| 10.Titles and Generator. | 11.Color correction | 12.Capture |

• **Teaching and learning methods:**

- | | | | | |
|------------|---------------|------------------|----------------------|-----------|
| 1.Lectures | 2.Disscusions | 3.Working groups | 4.practical training | 5.quizzes |
|------------|---------------|------------------|----------------------|-----------|

• **Student assessment methods:**

- | | | | | |
|-----------------------------|--------------------------------------|------------------|---------------|------------------|
| 1.Theoretical mid-term exam | 2.Monitoring the practical training. | 3.Final Project. | 4.Theoretical | 5.End-term exam. |
|-----------------------------|--------------------------------------|------------------|---------------|------------------|

Course coordinator: Dr. Tomador Naguib

Head of Department Prof. Dr. Nermeen El-Azrak

C.6. Illustrate the different stages of post production.

D) General and transferable skills

D.1 improve the students skills to work as team work to share their knowledge and opinions

D.2 evaluate the students ability to accept others opinions

D.3 improve the students ability to work all together to deliver the best masterpiece.

D.4 improve the student ability to use the interent to bring footage and archive material.

D.5 improve the student ability for critical thinking.

D.6. Develop presentation skills.

• **Course contents:**

1. Introduction of Radio directing
2. Impact of radio director
3. Radio directing tools
4. Radio studio
5. Human voice
6. Music library and sound effects
7. Working as a radio drama director
8. Scripting
9. Mid term
10. Directing & Acting
11. Post production
12. Dialog editing
13. Final edit and mixing
14. Types of radio broadcasting
15. Introduction of TV Directing
16. Director's nature
17. Director's main tasks
18. Types of camera angle

• **Teaching and learning methods:**

- 1- Lectures
- 2- Discussions
- 3- Dividing students into working groups through the breakouts room on the blackboard platform.
- 4- PowerPoint presentations
- 5- Assign students to produce Audio/Video projects.
- 6- quizzes

• **Student assessment methods:**

- 1- Assignments
- 2- midterm exam
- 3- discussions in the lectures
- 4- class work and projects
- 5- Quizzes

Course Coordinator: Dr Bassant Mourad

Head of Department: Prof. Dr. Nermeen El-Azrak



Summary for course specification

Course data		
Code: COMM 431	Title: Radio & TV Drama	Level: Four
Number of studying units: Theoretical: 2 hours / Practical: 2 hours		

• Intended learning outcomes of course (ILOs)

A) Information and concepts

- a/1) Recognizing the historical and origins of drama.
- a/2) Understanding the stages of scriptwriting.
- a/3) Obtaining the knowledge of the dramatic structure.
- a/4) Making brainstorm to select an idea for drama.
- a/5) The Delineating of character.
- a/6) The Developing of the dialogue.
- a/7) Writing dialogue for different characters
- a/8) Applying shooting script.
- a/9) Setting shooting lists for production
- a/10) Highlighting the different formats of Drama
- a/11) Identifying movies and screenplays
- a/12) Introducing the role of the director in Drama

B) Intellectual skills

- b/1) Analyzing the dramatic structure of the film (opening scene, rising action, falling action).
- b/2) Understanding the theme/thought of the film
- b/3) Realizing the process message of the film and Capability to criticize the film based on the plot
- b/4) Criticizing dialogue and screenplays
- b/5) Criticizing directors
- b/6) Recognition of the different types of plot.
- b/7) Knowing the different types of the conflict.
- b/8) Differentiate between the dramatic text and dramatic performance (subtext)

C) Professional and practical skills concerned to the course

- c/1) Acquiring oral presentation of making film.
- c/2) Capability to produce a short film with low budget.
- c/3) Constructing the scenes (Proxemics, camera movement, lens perspectives and characteristics, camera angles, Focus)
- c/4) Recognition how to set the sequence of the film.
- c/5) Understanding the importance of the obligatory scene.
- c/6) Realizing to adopt & present a point of view via drama.
- c/7) Obtaining the skill to make a story board and write script professionally.

D) General and transferable skills

- D-1- Scriptwriting & dramatic structure skills.
- D-2- Directing drama skills.
- D-3- Criticizing drama skills.
- D-4- Presentation skills (theme/log line, premise, outline.)
- D-5- Production of drama. (short films)
- D-6-Knowing the Crew's responsibilities. (the director, the associate director, the production manager, the PA, the LD, etc...)

• Course contents

- | | | |
|--|----------------------------|---|
| 1- Concept of drama | 2- Elements of drama | 3- Elements of Drama (Cont'd) |
| 4- Watching film & Analyzing the film according to the elements of Drama | 5- Stages of scriptwriting | |
| 7- The storyboard (Students' presentation of their ideas to make short film) | 8- The dramatic structure | |
| 9- Watching film & analyzing the film according to the dramatic structure (Students' presentation of the story board & script) | | |
| 10- The dialogue | 11- Role of director | 12- Student's presentation to the final visual/audio production |

Teaching and learning methods

- 1- Lectures
- 2- Discussion
- 3- Film analysis workshops
- 4- Group presentations
- 5- Dividing students into working groups using the breakout rooms feature on the Blackboard platform

• Student assessment methods

- 1- Mid-term exam
- 2- Assignments
- 3- Presentations
- 4- In-class participation
- 5- Final exam

Course coordinator: Dr. Noha Atef

Head of Department: Prof. Dr. Nermin Al-Azrak



Summary for course specification

Course data		
Code: COMM 432	Title: RTV Performance	Level: Four
	Number of studying units: Theoretical: 3 hours / Practical: --	

● Intended learning outcomes of course (ILOs)

A) Information and concepts

- a/1 Describe the announcer
- a/2 Identify presentation skills
- a/3 Point the announcer mistakes
- a/4 Describe how to prepare yourself and the interview
- a/5 List the different types of questions used in interviews
- a/6 Recognize how to be a charismatic announcer
- a/7 State how to be charming
- a/8 Describe how to build your self confidence
- a/9 Identify the use of non-verbal communication
- a/10 Describe the best and worst guests
- a/11 Recognize the etiquette rules
- a/12 Identify the art of interviewing

B) Intellectual skills

- b/1 Experiment the presentation skills
- b/2 Distinguish good and bad announcers
- b/3 Discuss the preparation of an interview
- b/4 Illustrate the different types of questions used in interviews
- b/5 Discuss how to be charismatic and charming announcer
- b/6 Distinguish the best and worst guests

C) Professional and practical skills concerned to the course

- c/1 Prepare the student to be a good announcer
- c/2 Apply verbal and non-verbal communication interviews
- c/3 Develop the students' self confidence
- c/4 Use different presentation skills
- c/5 Apply etiquette rules

D) General and transferable skills

- d/1 Develop and enhance teamwork and time management skills
- d/2 Develop presentations skills
- d/3 Develop research and analytical skills
- d/4 Practice creative thinking and brainstorming

● Course contents

- 1- Who is the announcer?
- 2- Presentation skills
- 3- Announcer mistakes
- 4- Preparing yourself & the interviews
- 5- Types of questions
- 7- How to be charismatic announcer?
- 8- How to be charming?
- 9- How to build you self-confidence?
- 10- How to use body language/eye contact/hand gestures & voice tone effectively?
- 11- Best & worst guests
- 12- Etiquette rules

● Teaching and learning methods

- 1- Lectures
- 2- Discussion
- 3- Interaction between the students through participating in class activities
- 4- Dividing students into working groups using the breakout rooms feature on the Blackboard platform

● Student assessment methods

- 1- Written midterm exam
- 2- Assignments to evaluate students' ability to research and investigate
- 3- Discussing and participating in the lectures
- 3- Written final exam

Course coordinator: Dr. Ahmed Nader

Head of Department: Prof. Dr. Nermin Al-Azrak



Summary for course specification

Course data		
Code: COMM 433	Title: RTV Research Methods	Level: Four
Number of studying units: Theoretical: 2 hours / Practical: 2 hours		

- **Intended learning outcomes of course (ILOs)**

A) Information and concepts

- a.1. Describe the main characteristics of scientific research
- a.2. cite the elements of research
- a.3. state the levels of measurements, definitions of variables and steps of formulating hypothesis
- a.4. List the basin steps of research projects
- a.5. define the different ways of quantitative and qualitative research.
- a.6 define the basics of conducting literature review.
- a.7. cite the basic steps of writing according to APA format.
- a.8. describe the basics of editing techniques.
- a.9. list the different ways for using SPSS program for statistical analysis.
- a.10. Define the different types of scientific samples.
- a.11. describe the different types of methods of data collection.
- a.12. Develop Scientific Skills to study Media impact in society.

B) Intellectual skills

- b.1. describe what is meant by an academic research project.
- b.2. Discuss the literature review in studies and previous research
- b.3. explain academic articles and research papers.
- b.4. Examine media research key concepts
- b.5. point out skills of academic media research
- b.6. Investigate different approaches of scientific approaches
- b.7. discuss Ethnography research.
- b.8. Investigate Different research methodologies.

C) Professional and practical skills concerned to the course

- c.1 Applying the various steps of conducting research.
- c.2 develop the scientific research approaches in studying mass media
- c.3 demonstrate research project about a topic of interest
- c.4 improve skills of scientific thinking.
- c.5 create ways to validate information search.
- c.6. Improve skills of academic writing.

D) General and transferable skills

- d.1. improve the ability to work effectively both independently and with supervisor.
- d.2. asses the ability to respond to criticism.
- d.3. discuss and compare different scientific research approaches.
- d.4. use the internet to collect data about media Research.
- d.5. improve the ability to write according to APA Style.
- D.6 asses the ability of time management.

- **Course contents**

- 1- Presentation of the course syllabus and introduction to the course
- 2- Scientific research: characteristics, elements and procedures & Reasons for reviewing literature.
- 3- Levels of measurements, definitions of variables and steps of formulating hypothesis.
- 4- Steps of information search
- 5- Steps of conducting a research project
- 6- Survey and questionnaire
- 7- Studying communication messages: Content analysis
- 8- Midterm
- 9- Studying communication messages: Content analysis
- 10- Research ethics
- 11- Presentation of final projects
- 12- Presentation of final projects (Cont'd)

- **Teaching and learning methods**

- 1- Lectures
- 2- Practical sections
- 3- Discussion
- 4- PowerPoint
- 5- Quizzes
- 6- Dividing students into working groups using the breakout rooms feature on the Blackboard platform.

- **Student assessment methods**

- 1- Theoretical midterm exam
- 2- Research projects
- 3- Presentation
- 4- Quizzes
- 5- Theoretical end-term exam

Course coordinator: Prof. Dr. Shaimaa Zolfakkar

Head of Department: Prof. Dr. Nermine Al-Azrak



Templates for course specifications

University: Cairo

Faculty: Mass Communication

Department: English Section

Academic year: 2021-2022

course specifications

- Course data:** -Code: **COMM 341** -Title: **Integrated Marketing Communication** -Level: **Third level**- No of studying units:3 - Theoretical: 2/ Practical:2
- **Overall aims of course:** Making the student able to know the concepts of IMC, also to identify IMC functions and elements of smart IMC mix
 - **Intended Learning outcomes of the course (ILOs):** **A-Information and concepts:** A1.Define IMC-A2.Identify marketing mix-A3.Define advertising-A4.Recognize PR and publicity-A5.Describe Internet/social media marketing-A6.List different targeting techniques-A7.Define personal selling-A8. identify changes in advertising and IMC practice-A9.Define sales promotion-A10. Investigate IMC programs-A11. Define target marketing-A12. Identify target market and campaign objectives **B-Intellectual skills:** B1. Distinguish between Marketing, Marketing communications, IMC- B2. Differentiate between the different IMC programs-B3. Investigate the changes in IMC developments over time-B4. Detect most appropriate & relevant target market-B5. Design campaign objectives-B6. Discuss various campaigns strategies and approaches **C-Professional and practical skills concerned to the course:** C1.Examine past campaigns and analyze them-C2.Analyze market situation-C3. Apply segmentation approaches in campaign-C4. Develop an integrated marketing communication program-C5.Develop a creative strategy-C6. Manage implementation and the consistency with campaign objectives **D-General and transferable skills:** D1.Work in groups to enhance the team work and be able to communicate effectively in the work environment-D2. Use the internet in collecting data about the company, previous campaign, market insights-D3. Discuss and analyze all the new trends in IMC-D4. enhance and develop communication and presentation skills. **4-Course contents:** A. IMC concepts and importance, B. IMC and marketing mix, C. Changes in advertising and promotion mix, D. IMC tools, E. IMC tools2 F. Case study: Whooper freak-out Campaign G. Target Market &segmentation, Consumer behavior, H. Project presentation, I. Project presentation, J. Project presentation K. Project presentation festival **5-Teaching and learning methods:** a.Lectures,b.Discussions,c.Showing students and analyzing different types of IMC campaigns,d.Divide students into working groups using breakout rooms or Blackboard online platform,e. power point presentations **6-Teaching and learning methods for limited students:** a.Lectures using power point presentations using Braille style and provide the course content on CDs to be easily converted to Braille(for visually-impaired students),b.Oral assignments,c. If a student missed the Mid-Term exam,he/she can attend a make-up exam,d. Prepare Braille exams for visually-impaired students if it's difficult for them to take their exam on Blackboard **7-Student assessment methods: A:Methods used:** 7/a/1In class discussions and analysis during the lectures 7/a/2 Midterm project 7/a/3 IMC campaign project presentation 7/a/4 Written Final Exam **B:Assessment schedule:** Week 7: Midterm-project, Week 9&12: IMC campaign project presentation, Week 14: Final exam **C:Weighting of assessments:** Midterm project 20%- Classwork (project) 30%- Final exam 50%
 - 8-List of references: A: Course notes:** Power point presentations in class discussions **B: Essential books (text books):** Belch, G. & Belch, M. (2007). Advertising and promotion an integrated marketing communication perspective. New York: McGraw-HILL **C: Recommended books:** Coleman, D. (2018). Building Brand Experiences: A Practical Guide to retaining Brand Relevance. New York: Kogan Page Ltd. **D: Scientific periods, websites, etc. :** Check websites like: www.affie.org, www.clioawards.com

Course coordinator: Dr. Maha Bahnasy

Head of Department: Prof.Dr. Nermeen Al-Azrak

Course specifications

1. Course data:		
Code: COMM342	Title: Marketing and Media Research	Level: Third
No of studying units: 12		
Theoretical: 2/ practical: 2		

Intended learning outcomes of course (ILOs):

- a/1 Define Marketing research.
- a/2 Identify the relationship between marketing research and decision making.
- a/3 Identify the role of marketing research.
- a/4 Illustrate the marketing research process.
- a/5 Illustrate research design definition.
- a/6 Illustrate the difference between Primary vs. secondary data.
- a/7 List the classification of secondary data.
- a/8 Identify the criteria for evaluating secondary data.
- a/9 List the different Qualitative methods.
- a/10 List the different Quantitative methods.
- a/11 Illustrate Measurement and scaling.
- a/12 Define questionnaires and their design process.

Intellectual skills:

- b/1 Distinguish the role research plays in marketing decision making.
- b/2 Interpret the stages of marketing research process.
- b/3 Recognize the difference between primary and secondary data.
- b/4 Classify and evaluate secondary data.
- b/5 Analyze secondary data.
- b/6 Compare between various qualitative research methods.
- b/7 Compare qualitative and quantitative research.
- b/8 Interpret the difference between the different types of quantitative methods.
- b/9 Compare different methods of marketing and media research assessment.

Professional and practical skills concerned to the course:

- c/1 Conduct a marketing research proposals.
- c/2 Use variety of market research techniques.
- c/3 Prepare data collection tools such as questionnaires and in-depth interviews.
- c/4 Analyze collected data.
- c/5 Use different measurement scales.

General and transferable skills:

- d/1 Develop analytical skills.
- d/2 Develop organizational and coordination skills.
- d/3 Enhance teamwork, time management, and peer evaluation skills.
- d/4 Improve presentations skills.
- d/5 Improve writing skills.
- d/6 Practice creative thinking and brainstorming.

Course contents:

- 1) Definition of marketing research. - Market research and decision making.
- 2) The role of marketing research. - A classification of Marketing research. - The Marketing Research Process.
- 3) Research design definition. - Research design classification. - Primary vs. secondary data.
-Criteria for evaluating secondary data. - Classification of secondary data.
- 4) Qualitative versus quantitative research. - Focus group discussions. - In-Depth interviews.
- Projective techniques. - Analysis of Qualitative Data.
- 5) Measurement and scaling. - Primary scale of measurement.
- 6) Questionnaire definition. - Questionnaire design process.
- 7) Explaining the group research projects and meeting the student to follow up on their progress.
- 8) Following up on students' projects. 9) Revision
- 10) Students' final presentation of their projects. 11) Students' final presentation of their projects

Teaching and learning methods:

- 5/1 Lectures
- 5/2 Discussions & brain storming
- 5/3 Showing students and analyzing various campaign approaches & strategies.
- 5/4 Divide students to teams for Project through the breakout rooms on Blackboard platform.
- 5/5 Power point presentations.

Student assessment methods: 7/a/1 Midterm project. 7/a/2 Group projects. 7/a/3 Final Exam.



Templates for course specifications

University:Cairo
Faculty:Mass Communication
Department:English section
Academic year: 2021 – 2022

course specifications

Table with 3 columns: Code, Title, Level. Row 1: Code: COMM 343, Title: Consumer Behavior, Level: Third level. Row 2: No of studying units: 3. Row 3: Theoretical: 2 / practical: 2

Intended Learning Outcomes (ILOs)

a) Information and Concepts

- A/1 identify basic consumer behavior concepts
A/2 describe human needs system
A/3 list internal factors that affect consumer attitudes & purchasing decision process
A/4 list external factors that affect consumer attitudes & purchasing decision process
A/5 illustrate consumer motivations and dynamics
A/6 Describe types of buying behavior
A/7 Identify the correct target market and campaign objectives
A/8 Identify The changes in the practice of consumer behavior
A/9 List the different segmentation methods
A/10 identify role of message and medium to achieve objectives of Consumer Behavior campaigns
A/11 Introduce cases of Consumer Behavior campaigns
A/12 identify the role of culture in shaping consumer perception and behavior

b) Intellectual skills

- B/1 Distinguish between various consumer behaviors definitions and concepts
B/2 Differentiate between the different Types of buying behavior
B/3 Investigate the changes in consumer behavior developments over time.
B/4 Discuss most appropriate & relevant target market
B/5 Explain the factors affecting consumer perceptions
B/6 Discuss the relevancy between campaigns approaches and consumer behavior

c) Professional and practical skills concerned to the course

- C/1 Examine past campaigns and consumer attitudes towards them.
C/2 Analyze market situation
C/3 Conduct a SWOT analysis
C/4 Apply segmentation approaches in campaign
C/5 Analyze factors that impact Consumer Behavior
C/6 Craft marketing strategies that fit the target market

d) General and transferable skills

- d/1 Work in groups to enhance the team work and be able to communicate effectively in the work environment.
d/2 Use the internet in collecting data about the company, previous campaign, market insights
d/3 Discuss and analyze all the new trends in consumer behavior
d/4 enhance and develop communication and presentation skills

Course Content:

1. intro. 2. Factors & influences 3. Buying behavior 4. Segmentation 5. Cross culture 6. Group influences 7. Perception 8. Interpretation 9. Final presentation

Teaching and learning methods:

5/1 Lectures 5/2 Discussions & brain storming 5/3 Showing students and analyzing various consumer behaviors towards campaigns 5/4 Divide students into working groups using breakout rooms on Blackboard online platform 5/5 Power point presentations

Teaching and learning methods for limited skills students:

6/1 Make-up midterm exams for those who miss the exam in its original date (with an acceptable excuse) 6/2 Lectures using power point presentations using Braille style and provide the course content on CDs to be easily converted to Braille (for blind students) 6/3 Oral assignments 6/4 Dedicating time for questions and re-explaining parts they don't understand 6/5 Prepare Braille exams for visually-impaired students if it's difficult for them to take their exam on Blackboard

Student assessment methods:

7/1 In class discussions and analysis during the lectures 7/2 Midterm project 7/3 Consumer behavior project presentation 7/4 Written Final Exam

Course Coordinator: Prof. Dr. Yasser Tawfik

Head of Department: Prof. Dr. Nermeen AlAzrak

Course specifications 1- hours / practical: -2- Course data: Code: COMM 441 Title: International Marketing Level: 4 No of studying units: Theoretical: 3 Overall aims of course: This course aims at making the student recognize the scope of international marketing, distinguish international marketing from domestic marketing, list the challenges that face international marketers while working and apply previous marketing knowledge of and the knowledge acquired from this course to prepare assignments. It also aims at making students able to develop general knowledge skills on the political, economic and social level and at making students able to gain the cognitive and scientific ability that allows it to compete in the media market locally and internationally. 3- Intended learning outcomes of course (ILOs) a) Information and concepts a/1- Summarize global business trends. a/2- List the benefits of international marketing. a/3- Describe why international marketing occurs. a/4- State the reasons of the difference between international research and domestic research. a/5- Describe the global aspects of marketing. a/6- Identify the types of international marketing company organizations. a/7- Describe the importance of international research. a/8- Describe parameters and environmental factors. a/9- Describe the process of researching foreign market potentials. a/10- Define secondary data. a/11- Identify secondary data resources. a/12- Identify the mechanisms of selecting marketing strategies. b) Intellectual skills b/1- Explain international marketing challenges. b/2- Distinguish the environments facing international marketers. b/3- Distinguish international from domestic marketing. b/4- Discuss theoretical background and marketing research methods towards an understanding of consumer behavior. b/5- Investigate the role and influence of various society actors and relevant stakeholders. b/6- Discuss the steps of marketing campaign planning process. b/7- Investigate case studies; Procter & Gamble and Adidas Olympics Campaign 2012. c) Professional and practical skills concerned to the course c/1- Apply previous knowledge of marketing and the knowledge acquired from this course to prepare assignments. c/2- Solve general marketing-related questions concerning general knowledge about marketing and one of them about a specific case study taught in the course. (For example, the marketing mix, sponsorship ...etc.). c/3- Conduct plans, campaigns and designs using different computer applications and programs. c/4- Analyze consumer insights based on market research in a challenging market and media environment. c/5- Analyze various types of promotional materials (ads, press releases,...etc.). d) General and transferable skills d/1- Criticize information introduced through lectures. d/2- Develop and enhance teamwork and time management skills. d/3- Develop presentations skills. d/4- Develop research and analytical skills.

Week	Topic	Activities	Assessments
1	Introduction to International Marketing	Lecture, Discussion	Midterm exam
2	International Marketing Environment	Lecture, Discussion	Assignments
3	International Marketing Strategy	Lecture, Discussion	Midterm exam
4	International Marketing Research	Lecture, Discussion	Assignments
5	International Marketing Communication	Lecture, Discussion	Final exam
6	International Marketing Ethics	Lecture, Discussion	Final exam
7	International Marketing Case Studies	Lecture, Discussion	Final exam
8	International Marketing Final Review	Lecture, Discussion	Final exam

5- teaching and learning methods: 5/1 Lectures 5/2 Discussion 5/3 Dividing the students into working groups using the breakout rooms on the Blackboard platform 5/4 Interaction between the students through participating in class activities 6- Teaching and learning methods for limited skills students: 6/1- If a student missed a midterm exam, he/she can attend a make-up exam. 6/2- Being available to re-explain topics during the office hours, if needed. 6/3- Dividing students into small work groups. 6/4- Providing the students with the course content on the Facebook group. 6/5 Make the exam in Braille for the blind students if it's difficult for them to be examined on the Blackboard platform 7- Student assessment methods: a) Methods used: 7/a/1- Assignments. 7/a/2- Midterm exam. 7/a/3- Final exam. b) Assessment schedule: Assessments Time Midterm exam 6th week Assignments 2nd & 5th weeks Final exam 13th week c) Weighting of assessments: Assessments Time weighting Midterm exam 6th week 20% Assignments 2nd & 5th week 30% Final exam 13th week 50% Total 100% 8- List of references: a) Course notes: PowerPoint lectures. b) Essential books (text books) Ghauri, P., & Cateora, P. (2014). International Marketing 4e. New York: McGraw-Hill Higher Education. c) Recommended book: Doole, I., & Lowe, R. (2008). International Marketing Strategy: Analysis, Development and Implementation. London: Cengage Learning. d) Scientific periods, websites, etc. Souchon, A., Hughes, P., Farrell, A., Nemkova, E., & Oliveira, J. (2016). Spontaneity and international marketing performance. International Marketing Review, 33 (5), 671 – 690. doi: <http://dx.doi.org.ugrade1.eul.edu.eg:2048/10.1108/IMR-06-2014-0199>

Course Coordinator: Dr. Yasser Tawfik

Head of Department: Prof. Dr. Nermin Al-Azrak

Course specifications

1- Course data:		
Code: COMM 442	Title: Creative and media strategy	Level: Fourth level
No of studying units: 3		
Theoretical: 2 / practical: 2		

Intended learning outcomes of course (ILOs):

- A.1 Defining creativity in advertising.
- A.2 outline the role of research in planning a successful campaign.
- A.3 Identify different types of research
- A.4 List factors for the success of campaign
- A.5 Define what is meant by approach and big idea
- A.6 Recognize the importance consumer insights
- A.7 List various creative strategies
- A.8 List media strategies
- A.9 define media planning terminology
- A.10 identify types of marketing
- A.11 illustrate the importance of campaign objectives in determining its success
- A.12 Introduce real life cases of running campaigns

Intellectual skills:

- B.1 Distinguish between different types of creative strategies
- B.2 Differentiate between various media strategies platforms
- B.3 Analyze campaign's big idea for successful campaign
- B.4 Differentiate between types and uses of different types of research
- B.5 Discuss the fit between objectives and strategy
- B.6 Analyze the approach, tone of voice and appeal of campaign

Professional and practical skills concerned to the course:

- C.1 Conduct accurate market research, consumer and product research.
- C.2 Design appropriate campaign objectives
- C.3 Select relevant channels for delivering the required campaign message.
- C.4 Develop best creative strategy
- C.5 Construct media plan for the campaign
- C.6 Understanding how to make a campaign message consistent through multiple media.

General and transferable skills:

- d/1 Work in groups to enhance the team work and be able to communicate effectively in the work environment.
- d/2 Use the internet in collecting data about the company, previous campaign, market insights
- d/3 Discuss and analyze all the new trends in IMC
- d/4 enhance and develop communication and presentation skills

Course contents:

- | | |
|--|--|
| 1) Intro to creativity and marketing concepts | 2) IMC tools and promotional practices |
| 3) Role of research. | 4) Campaign objectives + Project idea approval |
| 5) Market analysis and segmentation + Project screening. | 6) Creative strategies + Project screening |
| 7) Creative strategies 2 + Project screening. | 8) Media strategy + Project screening |
| 9) Media buying + Project screening | 10) Budget + Project screening |
| 11) Social marketing + Project screening | 12) Pre final project presentation |
| 13) Final project presentation | |

Teaching and learning methods:

- 1- Lectures 2- Discussions & brain storming
- 3- Showing students and analyzing various campaign approaches & strategies.
- 4- Divide students to teams for Project through the breakout rooms on Blackboard platform. 5- Power point presentations.

Student assessment methods: In class discussions and analysis during the lectures - Midterm project - Creative Campaign project presentation - Written Final Exam.

Course Coordinator: Dr. Dalia Amin

Head of department: Prof. Dr. Nermeen Al-Azrak

Course specifications

1- Course data:		
Code: COMM 443	Title: Writing for Public Relations and Advertising	Level: 4
No of studying units: Theoretical: 2 hours / practical: 2 hours		

Intended learning outcomes of course (ILOs):

- a/1- Define advertising.
- a/2- Define public relations and understand the changes in the practice of advertising & investigating public relation programs.
- a/3- List the stages of Public Relations management.
- a/4- Identify Public Relations as an element of the promotional mix.
- a/5- Define Marketing Public Relations.
- a/6- List the functions of Marketing Public Relations.
- a/7- Identify the process of public relations.
- a/8- Define Public Relations audience and publics.
- a/9- Identify Advertising types.
- a/10- List the factors affecting brand building.
- a/11- List the stages of the marketing communication plan .
- a/12- Identify advertising agency departments.

Intellectual skills:

- b/1- Distinguish between Advertising and Public Relations.
- b/2- Discuss Public Relations management stages.
- b/3- Discuss Public Relations as an element of the promotional mix.
- b/4- Discuss Marketing Public Relations and its functions.
- b/5- Investigate the role and influence of various society actors and relevant stakeholders.
- b/6- Discuss advertising types and advertising agency departments.
- b/7- Discuss brand building and the marketing communication plan.

Professional and practical skills concerned to the course:

- c/1- Analyze various types of promotional materials (ads, press releases,...etc.).
- c/2- Analyze the stages of Public Relations management.
- c/3- Conduct a simulation of a press conference.
- c/4- Conduct research on different companies and different public figures.
- c/5- Manage the image of a company that faced a communication crisis.

General and transferable skills:

- d/1- Develop presentations skills.
- d/2- Develop research and analytical skills.
- d/3- Improve writing skills.
- d/4- Practice creative thinking and brainstorming.

Course contents:

- | | |
|---------------------------------------|---|
| 1) Advertising. | 2) Definition of Public Relations |
| 3) Public Relations management stages | 4) Integration of Public Relations into the promotional mix |
| 5) Marketing Public Relations | 6) Functions of Marketing Public Relations |
| 7) The process of public relations. | 8) Public Relations publics and audience |
| 9) Advertising types | 10) The definition of a "brand" and Brand building |
| 11) Marketing communication plan | 12) Advertising agency departments |

Teaching and learning methods:

- 5/1- PowerPoint Lectures.
- 5/2- Press conference simulation by students.
- 5/3- Presentations by students.
- 5/4- Dividing students into working groups using the breakout rooms on Blackboard platform.

Student assessment methods: 7/a/1- Midterm project. 7/a/2- Coursework project. 7/a/3- Final exam.

Course Coordinator: Dr. Hayat Badr

Head of department: Prof.Dr. Nermeen Al-Azrak