Course Description

Course Title: communication technology **Course ID:** RTV 402	**Level:** Fourth level **Semester:**
Credit Units: 3 units (3) Theoretical ( ) Practical	**Department:** RTV

- **Learning Outcomes:**

A) Information and Concepts:

1- Recognize the basic information in the areas of communication technology and its development.

2- Learn the basics of radio engineering and radio production tools.

3- Understand the potential impacts of communication technology on societies.

4- Learn some of the main devices used in radio.

5- Familiarization with the methods of radio transmission and reception (radio and television) engineering.

6- Recognize the impact of communication technology on individuals.

7- Understand how communication technology affects the media.

8- Recognize the relationship of communication technology with different areas of life.

9- Learn basic information about digital media and social networks, their origins and developments.

B) Mental Skills:

1. Deduce the possible effects of using new communication technology.
2. Distinguishing between traditional and new media.
3. The ability to classify the devices used in radio and their areas of use.
4. The ability to anticipate future developments in the field of communication devices and to demonstrate these expectations.
5. Deduce the potential impacts of artificial intelligence technology on the media content industry the future.

C) Professional Skills:

1- Being able to properly use some technical devices in the field of communication, such as a microphone, a camera.
2- The ability to implement closed or open circuit television.
3- Presenting training research in the context of communication technology using modern presentation methods.

D) General Skills:

1. Participation in a working group for collective research on communication technologies.
2. Optimal use of the camera, microphone, and common production tools in the field of radio and television Especially the TV connection tools.
3. Gain the ability to use new electronic media and multimedia technology.

Content:

Studying weeks	Topics	Credit Hours
1	Concept, areas and developments of communication technology.	3
2	Fundamentals of radio/wave engineering.	3
3	Fundamentals of radio engineering / radio studio.	3
4	Fundamentals of radio/TV studio engineering.	3
5	Terrestrial radio and television broadcasting methods.	3
6	Mid-Term Exam	3
7	Digital media, its origins and developments.	3
8	multimedia technology	3
9	digital photo.	3
10	Artificial intelligence applications in the media content industry.	3
11	The effects of communication technology.	3
12	Development of a field of communication technology.	3

• Teaching and Learning Methods:

- Lectures & Online sessions on Blackboard Learning platform.
- Discussions.
- PowerPoint Presentation.
- Group visits to studios, or a satellite station if possible, or individual visits and assignments research.
- Training in the use of information through self-learning or research.

• Evaluation System:

- Discussion and participation during lectures.
- Individual and group assignments.
- Mid-term Exam.
- Final Exam.