**Faculty departments**

The faculty consists of the following Academic departments:

1. Head of the Journalism Department.
2. TV and radio Department.
3. Public Relations and Advertising Division.
4. General Advertising Division in English.
5. Electronic press program.

**Bachelor's degrees awarded by the faculty**

Cairo University grants, upon the request of the Faculty of Mass Communication, a Bachelor’s degree in Mass Communication in one of the following specializations:

1. Journalism
2. Radio and TV
3. Public Relations and Advertising.
4. General Advertising Division in English.
5. Electronic Press program.

Obtaining a bachelor’s degree in media for regular students studying in Arabic or in English requires studying (132) credit hours over eight semesters that include general requirements, compulsory requirements for the faculty in addition to the department’s requirements. As the single course has three credit hours, and the Board of the Faculty must, based on the proposals of the Academic departments, determine the actual hours of each course and the material with an operational and practical aspect. The hours must be counted in the applied and practical aspects by one credit hour.

**Study system**

1. Studying in the undergraduate program is based on the credit hour system and the credit hour is a theoretical lecture for one hour per week, equivalent to two hours per week, for laboratories, applications, workshops, and exercises. The semester consists of sixteen weeks.
2. The duration of study for a Bachelor’s degree in Mass Communication is four university years. The university year consists of two semesters according to the calendar approved by Cairo University, and between the two semesters is a two-week mid-year vacation. A summer class with a maximum of two courses (six approved hours) may be introduced, and for graduating students a maximum of three courses are offered.
3. Obtaining a bachelor’s degree requires passing (132) credit hours spread over the four years (eight semesters, with an average of 33 credit hours, each academic year). Each course is allocated three credit hours with 44 courses.
4. Undergraduate students are classified into four levels according to the number of credit hours the student has acquired as follows:
5. The first level is when the student joins the faculty.
6. The second level is after the student has passed 32 credit hours.
7. The third level is after the student has passed 66 credit hours.
8. The fourth level is after the student has passed 99 credit hours.
9. The student registers for the courses at the beginning of each semester according to the calendar accredited by the Faculty of Mass Communication - Cairo University, and the maximum student quorum is 18 credit hours per week (six courses), and the quorum may be increased to a maximum of 21 hours per week with the aim of graduating the student in the same semester.
10. If the student obtains a cumulative average of less than (2) at the end of the semester, then the student will be sent a first academic warning with a reduction in his academic load in the following semester to 12 credit hours (four courses at most). Moreover, if the student cannot achieve a cumulative average of at least (2) in the next semester, a second warning shall be sent with a reduction of study load to 9 credit hours (three courses) until the cumulative average rises to at least (2).
11. The student is committed to attend theoretical lectures and practical applications of the courses in which the student is registered with a minimum of 75%. If the student’s absence exceeds 10% of the number of theoretical and practical hours, then the student will be given the first warning, % or more from the theoretical and applied hours is considered to have failed in the course and a grade (fail) shall be recorded in the academic record and the student`s final and cumulative average.
12. **Deletion, addition and withdrawal from courses:**

The student can delete and add two courses at most (3-6 credit hours) according to the academic calendar (the end of the second week of study). The end of the fourth week of study is the deadline for the deletion of a non-failing course. In the student's academic register, the student's code (W) is withdrawn and the rapporteur does not count for approved hours or ratings. In the event of withdrawal from any course after the specified dates, the student is considered to have failed the course and the course is recorded in the academic record and the grade which shall be granted is (fail), and this course is calculated and graded when calculating the student’s semester and cumulative average.

1. **Incomplete degree:**

The student is committed to attend the final exam, and it may be noted for the student in his academic record (incomplete) (NA) if he fails to perform the final exam with a compelling excuse, then the student will be dismissed by the faculty board. The student performs an examination at the course being missed at the date determined by the faculty administration. If the student fails in this course exam, then the student is entitled to add it in case of taking the examination during the addition period, if the course is open for study in the same semester. If a student stops being enrolled in a classroom and has to remove an (incomplete) position in this classroom, he or she has to remove this status in the first class in which he or she can be re-enrolled. The student's application for an excuse for absenteeism in the Rapporteur's exam and his/her count (incomplete) is required to be regular in the study and his/her absence is only 25% and his/her total score in the quarterly work of the Rapporteur is not less than 60%.

1. **Suspension of restriction:**

A student may suspend the enrollment after the first semester and for a period not exceeding three separate semesters or two consecutive semesters due to an acceptable excuse approved by the Faculty Board.

**:: Evaluation and examinations.**

1. The student’s academic record represents the document that contains the student’s academic achievement and includes the courses the student completed, the grades obtained in each course, the semester average, and the cumulative average. This document is approved by the faculty’s seal.
2. The semester average is calculated by aggregating the number of points obtained by the student in the courses being studied and dividing it by the number of courses in the semester, and the cumulative average is calculated GPA according to the average grades in all previous semesters.
3. Each course is allocated 100 marks, distributed as follows:

50 marks for semester work, divided into:

20 marks for attendance.

10 marks for work, duties, and assignments.

20 marks for the mid-semester test.

50 marks for the final exam and the faculty board may approve other criteria for distributing the grades of some courses of a practical nature.

1. The student’s grades in each course (Batch 2008/2009 and beyond) are calculated as follows:

|  |  |  |
| --- | --- | --- |
| **Percentage** | **Grade Symbol** | **value or number of points** |
| 90 or more | A | 4 |
| 87% to less than 90% | A | 3.7 |
| 84% to less than 87% | B+ | 3.4 |
| 77% to less than 84% | B | 3 |
| 77% to less than 80% | B- | 2.7 |
| 74% to less than 77% | C+ | 2.4 |
| 70% to less than 74% | C | 2 |
| 67% to less than 70% | C- | 1.7 |
| 64% to less than 67% | D+ | 1.4 |
| 60% to less than 64% | D | 1 |
| below 60% | F | nil |

1. The GPA and graduation grades are calculated as follows:

|  |  |
| --- | --- |
| **GPA** | **Grade** |
| 3.50 and above | Excellent |
| 3 - less than 3.5 | Very Good |
| 2.5 - less than 3 | Good |
| 2 - less than 2.5 | Pass |
| less than 2 | fail |

The GPA and graduation estimates for pre-2008/2009 batches are calculated as follows:

|  |  |  |
| --- | --- | --- |
| **Percentage** | **Grade** | **Symbol** |
| 90 or more | Excellent | A |
| 80– 90 | Very good | B |
| 70– 80 | Good. | C |
| 60– 70 | Pass. | D |
| less than 60 | Fail | F |

**Academic Advising**

The faculty assigns to each group of students an academic advisor from the faculty members who perform the tasks of guiding the student and directing him to choose the courses that suit his abilities and readiness. The role of the academic advisor extends with the student since joining the faculty until the graduation. It extends to studying the student’s psychological and social condition and following up on the student’s study progress and ability to achieve academic achievement. The student must contact with the advisor regularly throughout the semester. The academic advisor’s opinion is considered advisory, and the student is responsible for the courses being chosen to enroll in based on the student`s desire.

**Course registration:**

1. The minimum number of credit hours for registration in each semester is 9 hours, consisting of three courses, and the maximum is 18 credit hours, consisting of six courses.
2. The student reviews the academic schedule announced within the faculty and on the faculty’s website.
3. The student goes to the academic advisor asking help to choose the courses that suit the student, and write these courses on the card and sign them from the advisor.
4. The student enters the website for course registration at the times determined by the Guidance and Registration Department for each academic level to carry out the registration process himself using his own password. The faculty’s computer labs are also opened to students who wish to register and who do not have the opportunity to register from home.
5. The student prints out the study schedule and approves it from the academic advisor and delivers a copy of it to the Guidance and Registration Department.
6. The student must have a dialogue with the academic advisor before proceeding with the addition, deletion and withdrawal from the courses.
7. There is an opportunity about a week after the end of the registration process for students wishing to make any changes to their study schedules by deleting, adding, or transferring from one section to another within the same course.

**Division of courses:**

The study at the Faculty of Mass Communication is divided into two phases:

The first phase: Its duration is two semesters, during which the student receives some general courses, faculty requirements, and introductions to majors in the three scientific departments.

The second phase: Its duration is six semesters, where the specialization begins in one of the three departments (Journalism, radio and television, public relations and advertising) starting from the third semester, and each department has the right to set the conditions and courses eligible to join it after being approved by the Faculty Board.

In order to obtain a bachelor’s degree in mass communication in one of the faculty’s specializations, it is required to pass 132 credit hours distributed as follows:

1. General requirements 8 courses x 3 = 24 credit hours.
2. Faculty requirements: 14 courses x 3 = 42 credit hours.
3. Compulsory requirements for section 15 courses x 3 = 45 credit hours.
4. Department elective requirements: 5 courses x 3 = 15 credit hours.
5. courses 2 courses x 3 = 6 credit hours.

Total 44 courses x 3 = 132 credit hours.

**Distribution of courses at the academic levels of the academic departments**

**List of Faculty of Mass Communication Courses**

**Level One - Compulsory Courses**

|  |  |
| --- | --- |
| **Code** | **Course** |
| Public 100% | Arabic (1) |
| in 101 | Arabic (2) |
| in 102 | Arabic (1) |
| in 103 | Foreign language (2) |
| Public 100% | Introduction to the press |
| in 101 | Introduction to radio and television |
| in 102 | An introduction to public relations |
| in 103 | Introduction to Advertising |

**Elective courses (the student chooses 4 courses only)**

|  |  |
| --- | --- |
| **Code** | **Course** |
| year 104 | Psychological introduction to the media |
| year 105 | Principles of Political Science |
| year 106 | Psychological introduction to the media |
| year 107 | Modern and Contemporary History of Egypt |
| year 108 | History of modern science |
| year 109 | Geopolitics |
| year 110 | Principles of Economy |
| year 111 | International law |
| year 112 | Foundations of management |
| year 113 | Scientific media |

**The second level:**

**First: Compulsory faculty courses**

|  |  |
| --- | --- |
| **Code** | **Course** |
| in 201 | Computer applications and media documentation |
| in 202 | Personal communication with: |
| in 203 | Media research methods |
| in 204 | Means of communication |
| in 205 | Public opinion |
| in 206 | Media and society. |

**Second: Compulsory courses for the department**

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| . 201 Journalism | History of the Egyptian press |
| 202 Journalism | Media subject in a foreign language (1) |
| 203 Journalism | press translation (1) |
| 204 Journalism | Journalism and printing technology |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| Broadcast 201 | Media subject in a foreign language (1) |
| Broadcast 202 | Media translation (1) |
| Broadcast 203 | Writing and programming |
| Broadcast 204 | Educational and cultural programs |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| public 201 | \* Marketing Communications. |
| public 202 | Media subject in a foreign language (1) |
| public 203 | Translation (1) |
| public 204 | Public Relations Department |
| public 205 | Announcement management |

**Third: Elective courses**

**The student chooses 5 courses until graduation (from within the department)**

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| 205 Journalism | Press publishing |
| 206 Journalism | Arab press |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| Broadcast 205 | Criticism and artistic appreciation |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| public 206 | protocol and ceremonies |
| public 207 | political contact |

**(from outside the department)**

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| Broadcast 203 | Writing and programming |
| public 206 | protocol and ceremonies |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| 205 Journalism | Press publishing |
| public 206 | protocol and ceremonies |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| Broadcast 205 | Criticism and artistic appreciation |
| 205 Journalism | Press publishing |

**Fourth: courses:**

**The student chooses two courses (6 hours) until graduation**

|  |  |
| --- | --- |
| **Code** | **Course** |
| Free 100 | Introduction to Music |
| Free 101 | An introduction to the fine arts |
| Free 102 | Tour Guiding |
| Free 103 | Graphic and Animation |
| Free 104 | Introduction to the performing arts |

**Level 3**

**First: Compulsory faculty courses**

|  |  |
| --- | --- |
| **Code** | **Course** |
| Media 301 | International media. |
| Media 302 | Media theories |

Second: Compulsory courses for the department

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| 301 Journalism | Foreign Press |
| 302 Journalism | Contemporary Egyptian Journalism |
| 303 Journalism | press lab |
| 305 Journalism | Photojournalism (1) |
| 306 Journalism | press translation (1) |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| Broadcast 301 | Speech and vocals |
| Broadcast 302 | Radio and Television Production (1) |
| Broadcast 303 | Specialized radios and channels |
| Broadcast 304 | News and news programs |
| Broadcast 305 | Drama on radio and television |
| Broadcast 306 | Radio and TV advertising |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| public 301 | Social marketing |
| public 302 | Promotional Activities |
| public 303 | Basics of producing media materials (1) |
| public 304 | Statistics and operations research |
| public 305 | Convincing. |
| public 306 | Public Relations and Advertising Research |

**Third: Elective courses**

The student chooses 5 courses until graduation (from within the department)

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| 304 Journalism | electronic journalism |
| 307 Journalism | Literary and artistic criticism |
| 308 Journalism | Media subject in a foreign language (2) |
| 309 Journalism | press translation (2) |
| 310 Journalism | press campaigns |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| Broadcast 307 | Media subject in a foreign language (2) |
| Broadcast 308 | Translation (2) |
| Broadcast 309 | Preparing and presenting children's programs |
| Broadcast 310 | TV Photography |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| public 307 | Media subject in a foreign language (2) |
| public 308 | Translation (2) |
| public 309 | Writing for Public Relations and Advertising |

**(From outside the department)**

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| Broadcast 310 | TV Photography |
| public 309 | Writing for Public Relations and Advertising |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| 310 Journalism | press campaigns |
| public 309 | Writing for Public Relations and Advertising |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| 304 Journalism | Electronic press |
| 310 Journalism | press campaigns |

**Fourth: courses**

**The student chooses two courses (6 hours) until graduation**

|  |  |
| --- | --- |
| **Code** | **Course** |
| Free 100 | Introduction to Music |
| Free 101 | An introduction to the fine arts |
| Free 102 | Tour Guiding |
| Free 103 | Graphic and Animation |
| Free | Introduction to the performing arts |

**Level 4**

**First: Compulsory faculty courses**

|  |  |
| --- | --- |
| **Code** | **Course** |
| Media 401 | Media ethics and legislation |
| Media 402 | Media and social change |

**Second: Compulsory courses for the department:**

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| 401 Journalism | specialized journalism |
| 402 Journalism | Managing a press organization |
| 403 Journalism | press announcement |
| 404 Journalism | Specialized research |
| 405 Journalism | principles of journalistic production |
| 406 Journalism | Graduation Project |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| Broadcast 401 | Radio and Television Production (2) |
| Broadcast 402 | Communications technology |
| Broadcast 403 | Documentaries and documentaries |
| Broadcast 404 | Researchers |
| Broadcast 405 | Graduation Project |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| public 401 | Organizational Communication |
| public 402 | Advertising campaign management |
| public 403 | public relations in an applied field |
| public 404 | Graduation Project |

**Third: Elective courses**

**The student chooses 5 courses until graduation (from within the department)**

|  |  |
| --- | --- |
| **Code** | **Course** |
| 407 Journalism | press translation (2) |
| 408 Journalism | Photojournalism (2) |
| 409 Journalism | Newspaper output |
| 410 Journalism | magazine output |
| 411 Journalism | Basics of design |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| Broadcast 406 | Managing radio and television organizations |
| Broadcast 407 | Media campaigns on radio and television |
| Broadcast 408 | Specialized programs |
| Broadcast 409 | Radio and TV direction |
| Broadcast 410 | International media on radio and television |
|  |  |
|  |  |
|  |  |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| public 405 | International media. |
| public 406 | International Public Relations |
| public 407 | creativity in advertising |
| public 408 | Special Topic in Public Relations |
| public 409 | media production (2) |
|  |  |
|  |  |
|  |  |

**(From outside the department)**

|  |  |
| --- | --- |
| **Journalism** | |
| **Code** | **Course** |
| Broadcast 407 | Media campaigns on radio and television |
| public 407 | creativity in advertising |
|  |  |

|  |  |
| --- | --- |
| **Radio and TV** | |
| **Code** | **Course** |
| public 407 | creativity in advertising |

|  |  |
| --- | --- |
| **Public relations and advertising** | |
| **Code** | **Course** |
| Broadcast 407 | Media campaigns on radio and television |
| Broadcast 410 | International media on radio and television |

**Fourth: courses:**

**The student chooses two courses (6 hours) until graduation**

|  |  |
| --- | --- |
| **Code** | **Course** |
| Free 100 | Introduction to Music |
| Free 101 | An introduction to the fine arts |
| Free 102 | Tour Guiding |
| Free 103 | Graphic and Animation |
| Free 104 | Introduction to the performing arts |

**General Advertising Division in English[[1]](#footnote-1)\***

The English Language Mass of Communication Division was established in the academic year 2006-205/06 and taught by a group of college professors and experts in the field of media.

Teaching depends on the credit hour system, as English is the main language of instruction in the division.

The English Language Division awards a bachelor's degree in general media after completing eight semesters of study at the college.

As for the admission requirements for joining the English Language Division, they are as follows:

* Determining the degree percentage regarding the choice of the English language obtained by the student in high school is decided annually by the Faculty.
* Conducting a new student admission test (50 marks)
* After announcing the names of those who succeeded in selecting admission, the student must pay the department’s tuition fees to complete the admission process, which was set by the Cairo University Council at an amount of 21850 (twenty-one thousand eight hundred and fifty pounds only) in each academic year.

1. \* A special guide has been issued for students of the English Language Division for the year 2020/2021. [↑](#footnote-ref-1)