



### Course Specification

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

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

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

##### b) Intellectual skills

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

##### c) Professional and practical skills

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

##### d) General and transferable skills

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

#### Course Content:

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

#### Teaching and Learning Methods:

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

**Student Assessment Methods:**

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