



Course Specification

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

Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

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

b) Intellectual skills

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

c) Professional and practical skills

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

d) General and transferable skills

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

Course Content:

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

Teaching and Learning Methods:

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

Student Assessment Methods:

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