

Course Descriptions of the courses

Compulsory college requirements (15 hours)

Introduction to Communication (803110)

Prerequisite: None

This course aims to introduce communication and its forms, types, levels, models and various effects, with a focus on mass communication studying its means, characteristics, functions, responsibilities, and ethical and legislative dimensions, the communication process, its elements and obstacles, in addition to introducing the nature of interactive multi communication and its most important concepts, and the transformations that Witnessed by the field of communication as well as communication skills and requirements.

Jordanian Media (803111)

Prerequisite: None

This course aims to acquaint students with the emergence of the Jordanian media, its development and features, and the legislation that accompanied its journey since the establishment of the Emirate until the present era. In addition to introducing the students to the role of the Jordanian media, its functions and effects, and explaining its importance in the political, cultural, developmental, public enlightenment and professional, ethical and legislative standards that govern the Jordanian media, as well as introducing its most important media channels.

Public Opinion and Propaganda (803210)

Prerequisite: 803110

This course deals with concepts related to public opinion, including its definition, types, manifestations, divisions, composition, and methods of influencing it, as well as the powers affecting it, and ways to measure it. The course also presents the concept of Propaganda, its emergence, development, methods, elements models.

Communication Theories (803310)

Prerequisite: pass 60 hours

This course aims to introduce the concept of communication and its importance, its types and the most prominent models of communication, in addition to introducing the concept of theory and its types, in addition to providing integrated knowledge about communication theories, including theories of influence, dependency theory, uses and gratifications, agenda setting, cultivation,

framing, gatekeeping, plan making, explaining violence and others. It also focuses on theories of new or digital media. The course introduces students to the nature of the relationship between media scientific research and communication theories.

Media Research Methods

(803311)

Prerequisite: pass 66 hours

In this course, students learn the nature and development of mass communication research in its various fields. In addition, they are introduced to types of research and its methods, samples, data collection, tests of validity and reliability, documentations and writing a research report. After studying this course, the student is expected to be able to choose a media research topic, specify the research problem, its importance, objectives, questions and hypotheses. The focus in this course is on descriptive research as it is the most prevalent in the field of media.

Historical Development of Mass Media

(803115)

Prerequisite: None

This course deals with a historical background of the emergence and development of the channels of communication in the Arab world and the world in general. In addition, this course will provide explanation of the historical features that mass media have experienced and the factors that affected their development, spread and how they impact the societies in which they appeared, starting with books, newspapers, cinema, radios, televisions and online communication channels.

Communication and Society

(803116)

Prerequisite: None

This course deals with the functions of communication in modern society, the interaction of media with society in its various aspects and activities. It encourages the establishment of critical discussions on the role of mass media, and the mutual influence between these media and society, while providing future visions. The course presents the tasks undertaken by the press, radio, television and the Internet towards social changes, and social issues and problems, in addition to the media professionalism dealing with all these issues.

Contemporary Arab Media (803118)

Prerequisite: None

This course aims to study the contemporary Arab media, vital issues it addresses, and the challenges it faces inside and outside the Arab world.

International Communication

(803312)

Prerequisite: None

This course aims to enhance the students' knowledge of the basic issues in the field of international communication, both theoretically and practically. It also reviews the basic concepts related to this field of knowledge and its theories, and discusses a range of issues, including international media flow and cultural globalization. Communication dominance and media pluralism at the international level. This course is concerned with providing comprehensive knowledge about the activities of foreign missions and media centers, and the competencies required to carry out these activities. After studying this course, the student is expected to be able to communicate effectively about the areas of international communication.

Media Translation

(803410)

Prerequisite: 803213

This course aims to develop students' skills in and knowledge on English language used in the field of journalism, translation of press materials from English to Arabic and vice versa, and assessment of text levels of adherence and style.

Department Compulsory Requirements (63 Hours)

Introduction to Journalism & Digital Media

803121

Prerequisite: None

This course aims to introduce students to the foundations, principles, and professional and ethical concepts related to journalistic work, its forms and nature of work in press institutions, and the foundations of planning for the preparation and production of press materials. The course also introduces students to the concept of digital media, its characteristics, means, advantages and requirements, and allows them to learn about the foundations and methods of digital press and media production and planning the production process using digital media technology.

Journalistic Writing (1)

(803122)

Prerequisite: None

In this course, the student gets acquainted with the journey of the press release within the press institution, studies the foundations, principles and rules of journalistic writing, and is trained to write, edit and evaluate press materials and to adhere to professional and ethical standards while writing or editing the press. The course focuses on news and press reports in terms of their types, elements, sources, and methods of drafting and editing, with emphasis on news introductions, titles and methods used in this field, in addition to training and practical applications in the field of news and press reports, and their drafting and editing through printed and electronic means.

Introduction to Digital Promotional
Communication

(803211)

Prerequisite: None

Basic information and explanation of the concept of advertising, its types, general principles of common language activities, as well as public relations, image, its formation and elements of effective communication. Besides the concept of commercial marketing, he incorporated all the principles of planning for marketing.

Media Ethics & Legislations

(803212)

Prerequisite: None

In this course, students are introduced to the philosophical concepts and theories that frame media work in general. In addition to researching the emergence of charters and media laws and their controversies. Students learn about the characteristics of the legal environment regulating the media in Jordan with its various institutions. They also study the Jordanian Journalists Syndicate law and the press code of ethics. They learn about the bodies that monitor the application of media laws and respect for press freedoms, with a historical overview of how these laws developed and how they deal with the media. Talk and social media. The student is also trained to produce media materials that take into account the values, professional standards and legislation governing the media profession in Jordan.

Media Skills in English

(803213)

Prerequisite: English Language (1) (9400123)

This course aims to develop students' knowledge and various skills in the English language used in the field of media in general, and English-speaking media in particular, and to increase their

skills in using this language in obtaining information, and producing initial press, radio or advertising materials in English. After studying this course, the student is expected to be able to evaluate media materials in English in terms of their compliance with the rules of writing, editing, genre, terminology, media style, and writing media materials in English.

Digital News Reporting (803221)

Prerequisite: Journalistic Writing (1) (803122)

This course deals with the art of writing news and digital press reports and their types using digital media applications, with a focus on the characteristics of writing for electronic news networks, and the skills required for that.

Principles Journalistic Writing (2) (803222)

Prerequisite: Press Writing 1 (803122)

This course deals with the art of the interview and the press article in terms of: their definition, origin, functions and types. It focuses on the types of press interviews, the steps for preparing them, the characteristics required for the interview editor, the method of conducting them, managing the dialogue, and technical templates for writing them. The focus is also on the opening article, the press column, the press comment, the analytical article, the critical article and the diary article. And that is in terms of the distinctive characteristics of each of them and the way they are built and written, in addition to the practical applications in writing press articles.

Digital Photojournalism (803230)

Prerequisite: None

Through studying this course, the student learns about the language of the photographic image in general, the uses of the image in the media, the characteristics, functions, types, editing and processing of the press image.

Graphic Design for the Media (803231)

Prerequisite: None

This course defines electronic graphic design programs, and focuses on Adobe Illustrator and Adobe Photoshop in particular. It also includes identifying the characteristics and methods of using each of them in the applications of shapes and graphic and graphic graphics, which serve the field of journalism and media, through purposeful exercises and projects.

Digital Image Processing

(803232)

Prerequisite: 803230

This course is concerned with audio and video technologies and the mechanism of dealing with them in order to produce press material ready for broadcast and dissemination through modern media using various audio applications (Adobe Audition, Soundtrack Pro). It focuses on the introduction, modification and montage of audio and video, and its production for use in various media. The course focuses on in-depth knowledge of the basic techniques of digital video production, including the types, formats and uses of shots, in addition to the use of a number of commonly used non-linear montage applications and programs and an understanding of the rules of photojournalism, camera language, types of shots, their uses, filming interviews, how to construct scenes, and rules Editing, compositing shots, and moving in time and place.

Radio and TV Programs

(803235)

Prerequisite: None

The course aims to introduce radio and television programs and their types and forms. It explains the structure of radio and television programs, defines each type, defines its characteristics, features, and steps for preparation and production. It also aims to acquaint students with how to choose the guests and characters of the programs and how to prepare questions of different types and conditions for their formulation. The course presents models for programs and their evaluation, then students practice applications on different types of programs.

Infographics

(803240)

Prerequisite: (803122)

This course deals with introducing data journalism, searching for facts, laying out a press story, collecting and revising its data, as well as introducing how to approximate the editorial and technical work. The course presents the principles of infographic design and its uses, the use of colors to produce materials for print and digital journalism, the stages of the design and production process, in addition to the practical applications carried out by students.

Specialized Reporting

(803314)

Prerequisite: 803121

This course aims to introduce students to the concept of specialized media, its functions, how to deal with it, and methods of writing it. Models covering the economic, cultural, scientific, women's, partisan, accidents and other specialized fields are reviewed and evaluated.

Publication Layout & Productions

(803320)

Prerequisite: 803221

This course aims to provide the necessary skills in the field of press production for newspapers and magazines, and it deals with the study: the technical and scientific foundations for the production and production of newspapers and magazines, with a focus on the technical editorial secretariat, press printing, topographical elements, directing pictures and titles, directing the front page, internal pages and advertisements in Daily newspapers, and the art of magazine production. Students are trained to plan the process of editing and directing media materials for paper newspapers and digital networks, and to carry out production tasks using press and electronic production technology.

Mobile Journalism

(803340)

Prerequisite: 803221

This course focuses on a set of curricula and methods that work on developing media content that is suitable for use and publishing, and browsing via mobile phones, starting with searching for information, verifying its authenticity, producing and publishing it, including photography, recording, montage and live broadcasting.

Social Networks

803342)

Prerequisite: 803121

This course deals with the process of communication via the Internet and its various means, with a focus on introducing these networks, their diversity, characteristics and effects, and the rules and skills required for their use in media campaigns of various contents, as well as their use in journalistic work.

Websites Design & Management

(803343)

Prerequisite: 803121

This course aims to give the student an introduction to the Internet, registration on sites, methods of creating pages and templates for managing content for digital sites, using software such as WordPress, Joomla, Drupal. The student can build his own website using the various services and means available on the network, including reserving a private space on the Web Server and reserving the name of the website on the Internet.

Investigative Journalism

(803420)

Prerequisite: Press Writing (2) (803222)

In this course, students are introduced to the foundations of investigative journalistic planning and editing, ethics and professional standards associated with it. In this course, students are also assigned to conduct journalistic investigations on topics of importance while adhering to the basic rules in building a journalistic investigation in order to refine their skills and enhance their knowledge of the methods of preparing, writing and editing the investigation and to develop a critical sense In dealing with the phenomena covered by investigative journalism.

Internship

(803440)

Prerequisite: pass 80 hours

This course aims to provide students with practical experience through training and actual work in a media institution to identify the nature and tasks of work in the media institution, in addition to closely familiarizing themselves with the requirements of journalistic and media work, the use of technology in press and media productions, and the ability to engage in the institution and work within a team.

Graduation Project

(803441)

Prerequisite: pass 90 hours

In this course, the student prepares a research in his field of specialization or plans and submits an applied project in any field of journalism and digital media.

News Agencies

(803223)

Prerequisite: None

This course aims to introduce the emergence and development of news agencies, the monopolistic role of international news agencies, and their role in the field of international news flow, in addition to the tasks of regional and national agencies, the nature of the agencies' work, and their role in feeding the press and the media with news and various press materials, in addition to getting acquainted closely On the Jordan News Agency

Internet search Skills

(803241)

Prerequisite: None

This course deals with searching effectively on the Internet using a variety of search engines and tools, gathering information from multiple sources such as encyclopedias, atlases, using electronic catalogs, evaluating information and considering the validity and importance of sources. The use of information and providing context for the research to help draw conclusions, as well as the ethics of using the sources. The course also introduces the student to methods of protection when using the Internet and ensuring information security.

Special Issue in Communication

(803313)

Prerequisite: pass 60 hours

The course instructor chooses one or more special topics that discuss an issue related to communication such as pluralism, globalization, digital technology and other issues of interest to the specialization, and they are addressed in an analytical and critical manner and in a conversational style that takes the form of discussion panels.

Media Issues

(803315)

Prerequisite: pass 60 hours

This course presents a number of contemporary and current media issues for discussion, debate and research. Students prepare scientific working papers about them, which are presented in the framework of discussion panels. These issues include, for example: the media's handling of a national, regional or international issue, how to cover it, researching and evaluating the contents of social media related to a specific issue, and the main challenges that media organizations face in their endeavor to perform tasks that serve the community. This study includes local, regional and global issues and challenges and how to deal with them.

Photo Essay

(803330)

Prerequisite: Digital Photojournalism (803230)

This course seeks to provide students with a set of skills related to the photojournalistic report, the most important of which are the steps and how to take the picture and employ it as a journalist, in editing and directing, through the lecture method, and the method of presenting models and practical cases, with the aim of linking the theoretical and practical contents.

Motion Graphics for Digital Media

(803344)

Prerequisite: Graphic Design for Media (803231)

This course aims to provide students with the knowledge and skills necessary for multimedia methods and techniques by converting data into animated illustrations to present them in an interactive way on various media. The student will learn how to animate texts, still and moving images, and add visual and sound effects of all kinds through the use of different digital software.

Digital Promotional Communication
Campaigns

(803445)

Prerequisite: Introduction to Digital Promotional Media (803211)

This course reviews the basic principles and concepts of promotional media campaigns in their commercial and social dimensions. It aims to provide students with the knowledge, skills, and tools necessary to create an integrated communication campaign that students will be the main factor in its design and implementation with the aim of targeting audiences to achieve specific goals.