



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

## **COURSE SPECIFICATIONS (CS)**

**Course title : *Communication Theories***

**Course code: *210 com<sup>-2</sup>***

## Course Specifications

Institution: <i>Gazan University</i>	Date: <i>25/09/1438</i>
College/Department : <i>Faculty of Arts &amp; Humanities</i>	

### A. Course Identification and General Information

1. Course title and code: <i>Communication Theories 210 com</i>			
2. Credit hours: <i>Two hours</i>			
3. Program(s) in which the course is offered. <i>Press and media</i> (If general elective available in many programs indicate this rather than list programs)			
4. Name of faculty member responsible for the course <i>Dr. Mohammed Sahel Abdullah Othman</i>			
5. Level/year at which this course is offered: <i>vies level. The year 1437/1438 AH</i>			
6. Pre-requisites for this course (if any): <i>Introduction to communication</i>			
7. Co-requisites for this course (if any): <i>There is no</i>			
8. Location if not on main campus:			
9. Mode of Instruction (mark all that apply):			
a. traditional classroom	<input checked="" type="checkbox"/>	What percentage?	<input type="text" value="100"/>
b. blended (traditional and online)	<input type="checkbox"/>	What percentage?	<input type="text"/>
c. e-learning	<input type="checkbox"/>	What percentage?	<input type="text"/>
d. correspondence	<input type="checkbox"/>	What percentage?	<input type="text"/>
f. other	<input type="checkbox"/>	What percentage?	<input type="text"/>
Comments:			

## B Objectives

1. What is the main purpose for this course?

*Introduce students to the most important communication theories ranging from an introduction to the theory of mass society to examine own understanding of mass communication and its role in modern societies theories*  
*Introduce students to the theories relating to the functions and means of communication and theories related to the effect and means of communication, and the study of mass communication and social systems are equally*

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

- *Knowing the changes in content as a result of new research in the search media platforms*
- *Provide a lot of groundbreaking reference library in this decision as well as the latest studies in the field of media research methodologies*

## C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

**Introducing students to Arab and Islamic media, their concepts, characteristics, objectives**

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
<i>Definitions and concepts of communication theories</i>	2	4
<i>Mass society theories and means of communication and its role in modern societies</i>	3	6
<i>Theories and communication functions</i>	3	6
<i>Theories related piece of information and how it spread.</i>	2	4
<i>Theories of the effect of the means of communication in society</i>	5	10
<i>total</i>		30

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	30				-	30
	Actual	30					30
Credit	Planned	2					2
	Actual	20					2

3. Additional private study/learning hours expected for students per week. *There is no*

4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

**On the table below are the five NQF Learning Domains, numbered in the left column.**

**First**, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Co de #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	<b>Know</b> <i>by the end of this course the student should be able to:</i>		
1.1	<i>define many terms such as: - Influence - Communication theories - Mass society -</i>	<i>Direct lectures Discussions</i>	<i>Periodic and final tests</i>
1.2	<i>classify communication theories - and influence - are able to explain their role in the media community</i>	<i>Lectures - Discussions</i>	<i>Discussions - Periodic and final tests</i>
1.3	<i>mention hypotheses and criticisms of different theories</i>	<i>Lectures - Discussions</i>	<i>Discussions - Periodic and final tests</i>
1.4	<i>Differentiates between different levels of theories</i>		
2.0	<b>Cognitive Skills</b> <i>by the end of this course the student should be able to</i>		
2.1	<i>Explains and analyzes the theories he has studied</i>	<i>Lecture - Dialogues</i>	<i>Duties - the end of the semester test</i>

2.2	<i>compares between the hypotheses he Lesson.</i>	Lecture - Dialogues	Duties - the end of the semester test
2.3	<i>criticizes the theories he has studied</i>	Lectures - Discussions	Discussions - Periodic and final tests
2.4	<i>Assess the theories he studied</i>	Lectures - Discussions	Discussions - Periodic and final tests
<b>3.0</b>	<b>Interpersonal Skills &amp; Responsibility</b> <i>by the end of this course the student should be able to</i>		
3.1	<i>work with the team in harmony.</i>	Lectures inside the hall	Duties - the end of the semester test
3.2	<i>prepare the scientific material and to answer questions and queries</i>	Lectures inside the hall	Duties - the end of the semester test
<b>4.0</b>	<b>Communication, Information Technology, Numerical</b>		
4.1	<i>There is no</i>		
<b>5.0</b>	<b>Psychomotor</b>		
5.1	<i>There is no</i>		

5. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)		
1	<i>the first Mid-term test for discussion</i>	5	10
2	<i>The second Mid-term test</i>	10	10
3	<i>First duty - research scientific material and display it</i>	4	5
4	<i>A second duty-research is a scientific article and its presentation for discussion</i>	8	5
5	<i>Attend full lectures and participate in discussions and seminars</i>	Continuous	10
6	<i>Final test</i>	According to the academic calendar	60

#### D. Student Academic Counseling and Support

1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)
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Library hours for the course teacher: ((8 hours per week)). 2 - The family of the department of the Division: (round the clock) 3- Department of Press and Information Department (Head of Department, Secretary of Department) ((throughout the day)) 4 - faculty members in the department. (8 hours per week) 5- Academic instructors from faculty members in the department ((in weekly deletion, addition and in office hours)

### E Learning Resources

1. List Required Textbooks

**There is a book of course**

2. List Essential References Materials (Journals, Reports, etc.)

1. *For normative media theories: Othman Al-Akhdar Al-Arabi Journal of Annals of the Faculty of Arts No. (16*
2. . Communication theories: Dr. Mohamed Mounir Hijab 2011 The House of Dawn Cairo
3. Communication and contemporary theories: Hassan Imad Makkawi
4. Studies in the theory of communication Dr. Azi Abdul Rahman
5. *Theories of Media. Melvin and Sandrapon*

3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.

4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.

### F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)

1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)

**- Classrooms (60 seats)**

2. Technology resources (AV, data show, Smart Board, software, etc.)

. Strive to provide technical support for learning

3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

### G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching

1. - Quarterly and final tests

2. Discussion

3. Student dialogues quarterly. - Through questionnaires distributed to students

2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department

Evaluating the performance of students through the results and exchanging the correction of a sample of the tests periodically by the faculty members in the same specialization and reviewed by the head of the department. - Learn the shortcomings and try to remedy them. - Through questionnaires distributed to students

3. Processes for Improvement of Teaching

*Conducting periodic review of the course in order to make the scientific material present in the minds of students and work to retrieve it in a timely manner 2 - Involve students in the teaching process by assigning them to prepare the scientific material and submit it for discussion*

4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)

*Periodic follow-up is conducted by the course instructor, as is reviewed by an independent rectification member*

5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.

1. *Activate the role of coordinator of the decision*

2. *Periodic reports on performance*

3. *Workshops to develop performance*

4. *Writing the report of the course by the end of the semester*

Name of Course Instructor: \_\_\_ *Mohammed Saleh Abdullah Osman*

Signature: \_\_\_  \_\_\_ Date Specification Completed: \_\_\_\_\_

Program Coordinator: *Ali bin Mohammed Al - Somali* \_\_\_\_\_

Signature: \_\_\_  \_\_\_ Date Received: \_\_\_5/9/1438\_\_\_