



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

. COURSE SPECIFICATIONS (CS).

Course Name: Magazine Journalism
Course Code: 331 COM⁻³

Course Specifications

Institution: Gazan University	Date: 2/09/1438
College/ Faculty of Arts & Humanities	Department : Press and media

A. Course Identification and General Information

1. Course title and code: press magazine 331 com -³	
2. Credit hours: (3 hours)	
3. Program(s) in which the course is offered. : Press and media (If general elective available in many programs indicate this rather than list programs)	
4. Name of faculty member responsible for the course Mohammed Saleh Abdullah Othman	
5. Level/year at which this course is offered: Level Seventh	
6. Pre-requisites for this course (if any):	
7. Co-requisites for this course (if any): There is no	
8. Location if not on main campus: College Campus in Abu Arish - Academic Campus of Girls - Jizan.	
9. Mode of Instruction (mark all that apply):	
a. traditional classroom	<input checked="" type="checkbox"/> What percentage? 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?

Providing the student with the knowledge, skills and orientations that enable him to absorb the magazine's press in terms of editing and design

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)

1. ***Use visual aids such as Data Show to display PowerPoint slides for the course.***
2. ***Provide the students with a set of PDF files on the Saudi Press Corporation system.***
3. ***Urge students to use the Internet and search for additional learning resources.***
4. ***Recommending field visits to press and media institutions inside and outside the Kingdom to learn about their organizational structure and the nature of their management***

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

Course Description:

The course provides theoretical and practical knowledge of the magazine's press. The theoretical aspect includes the recognition of the editorial and administrative aspects of the magazine's journal, while the practical side presents practical applications on the scientific basis and principles of the magazine's design

1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
<i>Technical aspects of the press - Historical background of the magazine's journalism in the Arab world Definition of journal journalism - The similarities and differences between the magazine and the newspaper</i>	٢	٦
<i>Types of press magazines - magazine functions</i>	١	٣
<i>Detailed analysis and study of the issue of a printed magazine Basic decisions concerning the different aspects of a printed magazine</i>	٣	٩

<i>The stages of issuing press magazines in the Arab society. The stages of writing the journal art. The art of journalistic editing is available in press magazines (investigative article, recent report).</i>	٣	٩
<i>The art of directing the magazine, the most important traditional and modern schools of thought in the development of the art of the press magazine. Recent trends in magazine journalism. Photos and press releases used in press magazines. Presenting actual practical models for some magazines in the Arabic press</i>	٣	٩
<i>Recent trends in magazine journalism. Photos and press releases used in press magazines. Training and teaching students how to write the art of press editing to print newspaper or electronic</i>	٣	٩
<i>Presenting practical practical models for some magazines in the Arab press to teach students how to prepare an electronic newspaper in terms of form and content</i>	٣	٩

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

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	30	-	15	-	-	45
	Actual	30	-	15	-	-	45
Credit	Planned	2	-	1	-	-	3
	Actual	2	-	1	-	-	3

3. Additional private study/learning hours expected for students per week. 4 hours

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.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
1.0	Knowledge by the end of this course the student should able to:		
1.1	Define the journal and remember its functions	Lecture and discussion	Duties - Short tests - Final exam
1.2	compare the magazine and the newspaper	Lecture Cooperative learning	Questions inside the room
1.3	explain the media's illiteracy.	Lecture and Cooperative learning	Duties - Short tests - Final exam
2.0	Cognitive Skills		
2.1	analyze the basic steps for issuing the journal	Lecture and discussion	Oral exams And written
2.2	evaluate models of magazines	Lecture and Cooperative learning	Duties - Short tests - Final exam
2.3	edit reports and articles for the journal	Lecture and discussion	Duties - Short tests - Final exam
1.4	design a magazine	Lecture and Cooperative learning	Oral exams And written - Final exam
3.0	Interpersonal Skills & Responsibility		
3.1	choose a working team for a project for a paper or electronic magazine or a general or specialized, and select a distinct topic that shows his ability to produce paper and electronic journals.	Lecture and discussion	Duties - Short tests - Final exam
3.2			
4.0	Communication, Information Technology, Numerical		
4.1	transfer the program's experience to his teammates.	Lecture and discussion	Duties - Short tests - Final exam
5.0	Psychomotor		

5. Schedule of Assessment Tasks for Students During the Semester

	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	<i>Mid-test(1)</i>	<i>sixth week</i>	<i>% 10</i>
2	<i>Attendance, discussions and research (teams)</i>	<i>The eighth week</i>	<i>% 10</i>
3	<i>Mid-test(1)</i>	<i>The Tenth week</i>	<i>% 10</i>
4	<i>Final theoretical test.</i>	<i>At the end of the semester</i>	<i>% 70</i>

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)

10 hours a week - a group on the social networking means (Watsp), or e-mail

E Learning Resources

1. List Required Textbooks

Ghazi Zain Awadallah. The technical foundation of the magazine (Cairo: Egyptian General Book Organization, 1997)

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

Mahmoud Al-Din, "The Magazine" (Cairo: Dar Al-Arabi, 1992).

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

List of electronic references (Web sites, social networking sites, Blackboard management system)

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

(Scientific sites of Saudi and Arab universities - Saudi Digital Office.)

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.) <i>A capacity of 60 students + computer lab</i>
2. Technology resources (AV, data show, Smart Board, software, etc.)
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 <i>Submit questionnaires to students in various paper and electronic forms on the site of admission and registration, and using Google Drive at the end of the chapter on the course in general and methods of teaching and the efficiency of hardware and equipment and others.</i> <i>- Follow up the results of periodic tests.</i>
2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department <i>Follow up the corresponding departments in other colleges within the Kingdom.</i> <i>- Course file mentions the negatives and positives</i> <i>- Preparing an e-mail for the department to communicate with students through it.</i>
3. Processes for Improvement of Teaching <i>Attend courses on effective teaching, reading and follow-up of the latest curricula and methods of teaching.</i> <i>- Quality education seminars</i> <i>- Making comparisons between the department's courses and their counterparts in other universities.</i> <i>- Preparation of lecture halls for the possibility of employing various teaching methods such as discussion and collaborative learning.</i> <i>- The use of modern techniques and visual aids in teaching</i>

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)

It is done by reviewing another professor and signing the student answer booklets

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

The students 'and professors' opinion through the scientific discussions of the department's councils about the effectiveness of the course and the modernity of the information and its correspondences to the media work.

- Holding workshops with students.

- Access to books, references and research related to the decision.

Name of Course Instructor: Dr.. Mohammed Saleh Abdullah Osman



Signature: _____ Date Specification Completed: _____

Program Coordinator: Ali bin Mohammed al-Somali

Signature: _____ Date Received: _____

