



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

T6. COURSE SPECIFICATIONS (CS)

**Texts of Mass
Communication in English - 413com**

Course Specifications

Institution: Jazan University	Date: ١٧ / ١ / ١٤٣٩ HJ
College/Department : Arts and Humanities Collage	

A. Course Identification and General Information

1. Course title and code: Med 413 Communication English			
-			
2. Credit hours: 3			
3. Program(s) in which the course is offered: Media & Journalism (If general elective available in many programs indicate this rather than list programs)			
4. Name of faculty member responsible for the course: Fawaz Alqahtani			
5. Level/year at which this course is offered: Second Semester 1437 – 1438 HJ			
6. Pre-requisites for this course (if any): Nothing			
7. Co-requisites for this course (if any): Nothing			
8. Location if not on main campus: The complex academic/ Abo Arish			
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: The classrooms are very traditional. They are not prepared to teach with the modern ways, and there is nothing to apply the modern aids of teaching.			

B Objectives

1. What is the main purpose for this course?
This course aims to teach students the selected media texts by English. This course is depending on different references and sources in various branches of communication to help students to read the references and understand the specialized subjects.

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)

- Teaching media texts from specialized references in public relations.
- Teaching media texts from specialized references in advertising.
- Teaching media texts from specialized references in Journalism.
- Teaching media texts from specialized references in radio and television.

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

Course Description:
This course seeks to teach students the selected media texts by English. This course is depending on different references and sources in various branches of communication to help students to read the references and understand the specialized subjects.

1. Topics to be Covered		
List of Topics	No. of Weeks	Contact hours
The definitions of media texts in English, concepts, methods.	6	20
Teaching the selected media texts in English from references and sources in various branches of communication sciences	6	25

2. Course components (total contact hours and credits per semester):							
		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	45					45
	Actual	45					45
Credit	Planned	3					3
	Actual	3					3

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

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		
1.1	Explain To be able to know the special idioms of Journalism.	Lectures - discussions	Quarterly assignments - evaluate some of students works
1.2	Discuss the semantics of media's idioms	Workshop	Quarterly works
2.0	Cognitive Skills		
2.1	Recognizes Good knowledge of English Communication English	student prepares a report for what has been accomplished	Quarterly works
2.2	Student explains the terminologies and media concepts.	student prepares a report which contain a detailed project plan	Quarterly works
3.0	Interpersonal Skills & Responsibility		
3.1	Developing the spirit of teamwork	Lectures - Discussions	Quarterly works and discussions
3.2	Initiative and innovation	Lectures - Discussions	Quarterly works and discussions
4.0	Communication, Information Technology, Numerical		
4.1	To know how be able to use the computer	Lectures and discussions	Reports on what has been completed and discussed
4.2	The benefit of the internet for more academic learning	Lectures and discussions	Reports on what has been completed and discussed
5.0	Psychomotor		
5.1	appear the ability to interact with the project community graduating	Workshop	Reports of what he did
5.2	Demonstrate the manner of interaction and contact with the community project graduation	Workshops	Reports of what he did



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	Quarterly works	Weekly	40 %
2	The final test	Last week	60 %
3			
4			
5			
6			
7			
8			

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)
 - 1- Office hours for the professor.
 - 2 - Manage the Department of Media & Journalism (head of department, secretary of the department).
 - 3 - Faculty members of the department.
 - 4 - Academic instructors from the faculty members of the department.

E Learning Resources

1. List Required Textbooks
Warren K. Agee and Others (1992) Introduction to Communication, New York: Harper and Row Publishers
2. List Essential References Materials (Journals, Reports, etc.)
Dr. Mohamed Abdel Hamid - Public Study in Media Research - Makkah - Al-Faisaliah Library - 1987
3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.
Saudi Digital Library
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 (50 seats)
2. Technology resources (AV, data show, Smart Board, software, etc.) A computer lab specialized in English language and equipped with modern technology
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list) The trend towards establishing a library in the department.

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching a. Discussion. b. Seminars for students. c. Articles.
2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department - Detect the shortcomings and try to remedy them. - Through questionnaires distributed to students - Discussion committees of research projects.
3. Processes for Improvement of Teaching Conduct a regular review of the course weekly to make the scientific material present in the minds of students and work to retrieve it in a timely.
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) follow-up of course teachers is conducted, as is an independent reviewer
5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement. 1- Activate the contribution of coordinator. 2. Periodically reports of performance. 3. Workshops to develop performance.

Name of Course Instructor: Fawaz Alqahtani



Signature: _____ Date Specification Completed: 17 / 1 / 1439 HJ

Program Coordinator: _____

Signature: _____ Date Received: _____

