



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

T6. COURSE SPECIFICATIONS (CS)

Introduction to Mass Media - 201MED

Course Specifications

Institution: Jazan University	Date 1438 H.
College/Department : Faculty of Arts & Humanities - Press and Media Section	

A. Course Identification and General Information

1. Course title and code: Introduction to Mass Media 201MED			
2. Credit hours: 3 hours			
3. Program(s) in which the course is offered. Media Journalism program (If general elective available in many programs indicate this rather than list programs)			
4. Name of faculty member responsible for the course: Faculty of Arts & Humanities			
5. Level/year at which this course is offered: 4 th Level / 2 nd Year			
6. Pre-requisites for this course (if any): NA			
7. Co-requisites for this course (if any): There is no			
8. Location if not on main campus: The Academic Campus 2/ 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"/>

B Objectives

<p>1. What is the main purpose for this course?</p> <ul style="list-style-type: none"> • Provide a quick overview of the origin of mass media in general and its relationship and its influence and effects on humans. • Focus on kinds of mass media and its relationship to humans. • Introduce practical models of mass media and use possible means to influence the choices of others through credibility, emotions and logic. • The purpose of this article is to introduce communication, its importance, its concepts, its elements, levels, arts, media and arts from journalism, radio, television, public relations and advertising in terms of concept, development, functions, characteristics, objectives and the role of these means in forming public opinion and serving society.
<p>2. Briefly describe any plans for developing and improving the course that are being</p>

implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

- Increased use of IT-based materials or references or the Internet.
- Knowledge of changes in course content based on the results of new scientific research in the field of communication.
- Providing the library with many distinguished references in this course as well as the latest studies in the field of communication.
- The new plans for developing and improving the course include:
To give an integrated perception of the means of communication in terms of definition and how to deal with them with giving quick glimpses of the basis of the writing of these means

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

Course Description: The student knows the basic media, and teaches the student how to edit the material
This course provides a brief overview of the concept of mass media and its relation to human behavior and influence. The course focuses on a set of mass media and its relationship to communication. It also aims to provide practical models of mass media and the use of it to influence others.

1. Topics to be Covered		
List of Topics	No. of Weeks	Contact hours
To identify communication, importance and functions	2	6
Communication elements, levels and arts	1	3
Types of communication means and basic tools	1	3
Journals as a means of communication: definition, types, importance and advantages	2	6
Radio as a means of communication: definition, types, importance and advantages	2	6
Television as a means of communication: definition, types, importance and advantages	2	6
Radio and television programs, and the specifications of the broadcaster and successful presenter	1	3
Digital Revolution Characteristics and digital technologies associated with education	1	3
Factors of the power of television as a means of communication and reasons for the superiority of the rest of the means of communication at a stage of history	1	3
The emergence and development of public relations and its association with the promotion of the institution	1	3
The transition from traditional to digital transformation from traditional to digital	1	3

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.

3

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		
	describe the concepts of mass media	- Lectures	- Semester Activities
	Identify the variables related to the mas media process	- Collective duties - scientific researches	- Final Exam
	recognize the methods of mass media and its engines		
2.0	Cognitive Skills		
	MENTION definitions of mas media	- Reports based on research on the subject on the Internet	- Semester Activities
	explain methods of mas media	- Group discussion	- Final Exam
	recognize the art of mas media	- Lectures	
	criticize means of mas media		
3.0	Interpersonal Skills & Responsibility		
	acquire the skill of teamwork with others in group research	- Reports based on research on the subject on the Internet	- Questionnaires
	build good relationships with others in the work environment	- Group discussion	- Participation reports
	take responsibility	- Lectures - Collective duties	
4.0	Communication, Information Technology, Numerical		
	acquire persuasion skills	- Group discussion	
	acquire the spirit of teamwork in a group style	- Lectures	
	acquire the skill of dealing with others	- Request reports based on research in references and on the Internet	Through the use of statistical software
	acquire the skills of effective communication		
	acquire persuasion skills		
5.0	Psychomotor		
	analyze the factors influencing the success of the persuasion process	- discussion	Through quality in effective communication and planning and the ability to study the public
5.1	plan for a good persuasion	- Lectures	
5.2	study the target audience	- Collective duties	

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	Semester Activities	Per Week	40%
2	Final Exam (including practical exam)	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)

E Learning Resources

1. List Required Textbooks: - Design and production of printed press, dr. Iyad small - Journalistic output, its functional significance and modern trends, dr. Fahad Al Askar
2. List Essential References Materials (Journals, Reports, etc.) Follow up the production of knowledge and research in the field of Mass Media Entrance
3. List Electronic Materials, Web Sites, Facebook, Twitter, etc. Different e journals books related to Mass Media Entrance
4. Other learning material such as computer-based programs/CD, professional standards or regulations and software. materials related to Mass Media Entrance

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.) Effective classroom.
2. Technology resources (AV, data show, Smart Board, software, etc.) Smart boards and data show.
3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list) - Data show , smart board, Computer (Laptop).

G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching:

The course is evaluated from the students' results first and then some questionnaires are

<p>conducted to identify the weaknesses in the course</p>
<p>2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department:</p> <ul style="list-style-type: none"> - Conducting classroom activities (speaking to the public - communicating with others). - Assess student performance through results and the exchange of a sample of tests corrected periodically by faculty members in the same specialization and reviewed by the department head. - Know the limitations and try to irreversible problems. - Through questionnaires distributed to students
<p>3. Processes for Improvement of Teaching:</p> <ul style="list-style-type: none"> - Review of proposed strategies and learning resources based on survey results. - Developing teaching procedures through the ongoing evaluation and evaluation process
<p>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)</p> <p>- remarking of tests or a sample of assignments with staff at another institution)</p> <ul style="list-style-type: none"> • Evaluate the performance of students through the results and exchange the correction of a sample of the tests periodically by faculty members in the same specialization and reviewed by the head of the department. • Know the shortcomings and try to remedy them. • Assess student performance through results and the exchange of a sample of tests corrected periodically by faculty members in the same specialization and reviewed by the department head. • Know the limitations and try to irreversible problems. • Through questionnaires distributed to students
<p>5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.</p> <ul style="list-style-type: none"> - Conduct a regular periodic review of the course weekly to make the scientific material present in the minds of students and work to retrieve it in a timely manner. - The course is reviewed periodically through the performance of students in the tests and to identify the decisions of the departments similar to different universities and work on the download of new scientific research and the results of studies related to the decision.

Name of Course Instructor: Dr. Habiballa Salih Hassan Ahmed

Signature: _____ Date Specification Completed: _____

Program Coordinator: _____

Signature:

Date Received: _____

