



Ministry of Higher Education and Scientific research

University of Salahaddin / College of Arts

Department of Media

Subject: **Media Text**

Course book -2nd Academic Year

Assist. Lecturer: Shayma Hayder Kareem

Academic Year: 2022-2023

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Total no. of weeks/ Semester: 14

Course book design introduction and unit Calculation

Course name	Media Text		First Semester
Practical (hours/week)	3h	Local unit = 6	60 h

Course language	Course type	Course lecturer
English	Core	Assist. L.(ShaymaHayder Kareem)

Course overview	Media Text is a core syllabus for 2 nd year academic in the media department. This subject is needed in a way that improves the students' academic level and basic knowledge of the specialty. The students are in need to join the life demands and fluctuations. So, knowing the core content of media field ensures better chances of job and studying further in the future.
Course objective	The objective of this course is to make the students be able to get huge idea about media origin, definitions, terminologies, development and works. The course tries to enrich the students with other aspects of life such as business, social and psychological aspects. So, it develops the skills of students to labour market.
Course description	This course comprises of five themes which are communication, mass communication, mass media, and terminologies related to mass communication. Each theme consists of its description and details in addition to the practical assignments in class and outside the class.
Learning outcomes	-The students are able to digest the foundation of media text. -it is taught in English language that

	<p>qualifies them to raise their level of prosperity because it is the language of science and innovation in the world.</p> <p>-It demonstrates the capacity of education of self by self-improvements.</p> <p>-It enables the students to apply for further degrees.</p>
References	Books, Thesis, and journals
Policy or students obligation	<ol style="list-style-type: none"> 1- Students are required to attend the class. 2- They are required to do their assignments individually and in group. 3- If happens the student is absent for any reason he/she required to have the materials and assignments from their colleague and be ready. 4- The phones must be switched off in class. 5- The students must attend the class on time not after the teacher. 6- The time for lecturing and activities is so important be stick with. 7- Attendance of exam is required.

Weekly subjects and preparation study

Week	Subjects	Theme
W1	Communication, origin of the term, definition, types, elements of communication	1
W2	Stages of communication, mass communication, definition, advantages of mass communication, characteristics of mass communication, disadvantages of mass communication, and functions of mass communication.	2
W3	Presentation of Seminars and lectures which is Mass media, definition, types of mass media	
W4	Terminologies of mass communication, Editor,	3

	, Editor in Chief, Managing in editor, Assistant editor, Associate editor, and editorial staff	
W5	An exam about the previous lectures.	
W6	Art director, Creative director, Design director, Picture editor Copy editor, Proof readers.	4
W7	Production manager, Department editors, Yellow journalism, newspaper , news room ,magazine, children magazine, business magazine, educational magazine	
W8	Exam	
W9	Media marketing ,definition, types, and strategies	5
W10	Each student prepares a project of marketing digitally by presentation of slides.	
W11	The practical part of this course includes activities asked from students to do them: report, assignment, seminars.	
W12	Seminar presentation about digital marketing, new media, social media marketing, marketing, video marketing, mobile marketing, content marketing, and audio marketing.	
W13	Preparation for Final exam	
W14	Final exam	

Teaching methods

1-Lectures
2- Student center learning
3- Group work
4-Preparing reports

Assessment tools

Observing daily activities
Writing exam
Team work
Class participation
Seminars



Evaluation system

Semester activities type	Number	Estimation
Participation & Homework	(4P+6H)	% 10
Seminar1	4	%4
Seminar2	6	%6
1Exam+ 2 Exam	$(15+15)\div 2$	% 15
Absents	5	%5
Total	40	%40
Practical Exam	20	20%
Final exam	40	%40
Total	100	100%

Extra notes

If there are any events happen I will write here Note :