

## Brief Course Descriptions

Course Title & No.	Brief Course Description
<b>Introduction to Traditional and Digital Journalism</b> <b>0601200</b>	This course studies the concepts, terminology and definitions of traditional and digital journalism, their history, characteristics, functions and types, and talks about the theories of journalism, the primary principles of writing journalistic arts, and how to edit and publish them.
<b>Mass Communication in Law and Ethics</b> <b>0601201</b>	The course include basic concepts related to media laws, legislation, ethics and media ethics, as well as media regulations and their implications for the freedom, laws and ethics of media work. It also discusses the duties of journalists in relation to sources, the public, media institutions, the values and traditions of society, and the ethics and legislation of media in the electronic environment. The Platform includes presentations and discussions of causes related to the practice of media law and ethics in the United Arab Emirates.
<b>Mass Media in the UAE</b> <b>0601202</b>	This course deals with the history and development of media in the United Arab Emirates: journalism, radio and television, and the rest. He spoke about the media environment in the work of the UAE media and the changes it has witnessed at the institutional, technological and professional levels. It also addresses the role of the media in keeping with the development and rapid development of the state.
<b>Introduction to Political Science</b> <b>0601203</b>	The course introduces the science of politics, the introduction of political science, its development and its relationship with the media, political systems, types and forms, the methods of regulating it, the definition of the State as a political and legal entity, the political, legislative, executive, judicial and media authorities, and the study of contemporary international organizations with a focus on the United Nations, the League of Arab States and the Cooperation Council of the Arab States.
<b>Communication theories</b> <b>0601204</b>	The course deals with the theoretical implications of communication, its concept as a human, social and psychological phenomenon, its types and levels, and reviews the theories of media (journalism), the theories of communication of its different directions and schools, from mathematical models, theories of strong and selective influence, the moderate, the insights of media, and the theories that explain violence in the media, to the entrances and perspectives of the new media; It focuses on studying the theory in terms of its origin, development and applications in the media field..
<b>Writing for digital journalism</b> <b>0601311</b>	The course deals with the definition of writing for digital journalism, its importance, the difference between it and writing for paper journalism, the basics and rules of writing for digital journalism, the stages of preparing newspaper material, the rules for writing and editing, the editorial tools used by the digital editor, the editing templates adopted by digital journalism, and the skills of the newspaper editor for the digital journalism.
<b>News Editing for Digital Journalism</b> <b>0601321</b>	The course deals with the foundations and techniques of editing news for digital journalism in terms of its significance, importance and sources, it reviews its forms through editing news for websites, social media platforms, and mobile phone journalism, reviewing its peculiarities, conditions, requirements, and the skills of the digital editor. Students are going to be trained to edit these forms of news, in accordance with professional, legal and ethical controls.

<p><b>Digital Photojournalism</b> <b>0601340E</b></p>	<p>This course focuses on advanced topics in photojournalism. Students will learn the techniques and methods, models and philosophy behind the photo. Students will also learn the right skills to manage photography by modifying attributes in his/her camera.</p>
<p><b>Computer Graphics</b> <b>0601350E</b></p>	<p>Graphic Design is a course that explores graphic communication through the understanding of the elements and principles of design; as well as, the design process, from idea development through the final execution of a document. The Professional use of the concepts explored in this course in the following disciplines: advertising, graphic design, web design, illustration, broadcast design, photography and game design and many others. Assessment will be based upon a rubric that takes into consideration effort, technical understanding and creative use of resources for the completion of various assignments using Photoshop CS5 and InDesign CS5.</p>
<p><b>Mobile journalism (MOJO)</b> <b>0601351</b></p>	<p>This course deals with the concept of mobile journalism, its characteristics, and tools, and takes students beyond writing for traditional journalism, as students use mobile phones to produce news materials and publish them on various digital platforms. The course also discusses the impact of these platforms and modern technology on the field of journalism and media.</p>
<p><b>Social Media Journalism</b> <b>0601460</b></p>	<p>The course deals with how journalists and media organizations use social networks to broadcast and publish newspaper materials. Students practice dealing with communication networks through practical experience in gathering and publishing news and interacting with the public, developing their skills and tools in analyzing and monitoring the effectiveness of their journalistic activities on communication networks, and critical thinking to discuss each other's work, which will give them the opportunity to be journalists and professional editors of network journalism.</p>
<p><b>Data Journalism</b> <b>0601471</b></p>	<p>The course deals with the concept and basics of data journalism and the types of data, the difference between it and information, building the basic skills that the student needs in searching for and extracting information, and how to analyze and use it in writing news and building electronic investigative stories and presenting them interactively, especially about collecting and analyzing data from its large bases. Data and employing it as a journalist, and the course introduces the computer programs that the student needs from the use of Excel as a record of notes up to the software and technical tools necessary to design data and visualize it in a way that is appropriate for the digital journalistic arts. It trains students to collect data, produces tables and charts, analyzes, and evaluates them.</p>
<p><b>Digital Journalism Production</b> <b>0601482</b></p>	<p>The course deals with the production of digital press materials in terms of concepts, characteristics, technical programs and how to use them in the production of digital journalistic content, the specificity of the production of digital materials and the skills required for its product, and focuses on the process of producing text, sound, image and video as content for digital journalism, including mobile and citizen journalism, and focuses on Training students to produce digital press materials and develop their capabilities in this field.</p>
<p><b>Internship in Digital Journalism</b> <b>0601491</b></p>	<p>This course focus on the foundations of field training for students in one of the specialized companies/institutions in digital journalism, to give students to gain practical experience in the field of digital journalism, through the practical application of the knowledge they have studied, and the practice of the skills they learned during their academic career, ensuring the integration of students in the labor market and their awareness of its requirements, as well as field training is an opportunity for students to enter the labor market.</p>

<p><b>Graduation Project in Digital Journalism</b> <b>0601498</b></p>	<p>In this course, students work in groups under the supervision of one or more faculty members to implement a project in the field of digital journalism, in which students practice the knowledge and skills that they have acquired during their university studies, especially the courses of digital journalism specialization. The research and executive tasks are distributed on the weeks of the final semester. The evaluation includes presenting and discussing the project by the students with a committee with two or more faculty members and external experts in the field of journalism.</p>
<p><b>Investigative Journalism</b> <b>0601320</b></p>	<p>This course aims to introduce students to investigative journalism and to teach them how to select its topics, collect and document data and information related to the topics and analyze it, using a systematic and objective approach with the aim of revealing the facts in the public interest. The course focuses on how to conduct investigative journalism in depth and professionalism with knowledge of professionally accredited journalistic templates and models. The course also reviews the constraints of investigative journalism and discusses the laws and ethics of investigative work.</p>
<p><b>Media translation</b> <b>0601411E</b></p>	<p>The course aims to provide students with the principles and strategies of translating different forms of media translations with teaching the key issues in media discourse from English to Arabic and vice versa. Forms include media texts either print or non-print, such as news, press releases, speeches, editorials, reviews, articles, features, film scripts, advertisements and corporate promotional materials. It also develops students' translating sense and skills, a critical awareness and outlook of the wider cultural and ideological implications of media translation; to acquire a deeper insight into the process and product of translation and to enhance students' knowledge. Moreover, the course aims to equip students with a grounding in the functioning of audiovisual translation like dubbing, subtitling, voice-over and translation technology (tele translation, localization).</p>
<p><b>Digital storytelling</b> <b>0601461</b></p>	<p>The course aims to familiarize students with creating the content of storytelling, its fundamentals, elements and its various forms, starting from non-interactive linear narration, through the lengthy digital story, and ending with the interactive story. Suitability to it, and the design software used to produce it. The course enhances the student's ability to deal with digital storytelling on interactive platforms in a professional and creative way.</p>
<p><b>The Art of Diction</b> <b>0601462</b></p>	<p>The course deals with concepts and terminology related to the arts and skills of diction and presentation, the basics, rules and scientific methods of diction and presentation, and training students on methods of speaking and how to deliver influencing and effective verbal and non-verbal skills required in this manner.</p>
<p><b>Online Journalism Campaigns</b> <b>0601481</b></p>	<p>The course focus on online press campaign and its growth due to the revolution of communication and media technologies, and the transformation of newspapers towards digital versions and electronic websites, reviewing the concepts, and terminology related to press campaigns. The course concentrates on press campaign's Types, means, stages of planning and completion, with focusing on its elements such as the campaign operator, the content of the campaign and the public.</p>
<p><b>Visual communication</b> <b>0601483</b></p>	<p>The course deals with the concepts related to visual perception and visual communication, reviewing its physiological, ecological and semiological backgrounds, its theories explaining the aesthetic and cognitive dimensions of the image, and the skills necessary for communication, including visual persuasion and the construction of ideas. The course focuses on the mechanisms and methods of transmitting information through images to communicate with the masses, and what is related to signs, printing, drawings, graphic design, advertising, animation, colors and electronic materials.</p>