



## College of Communication and Media

> Textbooks

### Textbooks

#### Compulsory College Requirements

Course Code	Course Name	Textbook Title	Name of Authors	publisher	Year of Publication
0102411 A	Multimedia	Multimedia design and production	Tariq Esmael Mohammed, Translation of Nasruddin Ayadi and Sadiq Rabeh	Dar AL Afaq Almushreqa	2018
		Multimedia Foundations: Core Concepts for Digital Design	Vic Costello		2nd2016
0506423A	Web Design	Responsive Web Design with Adobe Photoshop	Dan Rose	Adobe Press	2015
0601200	Introduction to Journalism	Introduction to traditional and digital journalism	Dr. Hussein Ali Ibrahim Al Falahi	University Book House	2017
0601201	Mass Communication Law and Ethics	Laws and ethics of media work	Dr. Hosny Mohamed Nasr	University Book House	2017
0601202	Mass Media in UAE	Media in UAE	Dr. Fawzia Al Ali	Al Falah Library	2016
0602200	Introduction to advertising	Advertising foundations and principles	Dr. Alnoor Dafullah Ahmad	University Book House	2016
0602201	Introduction to Fine Arts	Gateways to Art: Understanding the Visual Arts	Debra J. DeWitte , Ralph M. Larmann , M. Kathryn	Thames & Hudson	2015

0602202	Digital photography	Secrets of Digital Photography (5 Parts)	Shields Scott Kilby	Arab Science House	2014
0602203	Mass Communication Research Methods	Media Research Methods	Dr. Saad Suleiman Al Mashhadani	University Book House	2017
0603200	Introduction to Public Relations	Introduction to Public Relations	Dr. Reham Ali Noir	University Book House	2017
0603201	Public Opinion	Introduction to public opinion	Dr. Kamil Khurshid	Dar Osama	2015

### Major: Journalism

Course Code	Course Name	Textbook Title	Name of Authors	publisher	Year of Publication
0603202	The Art of Persuasion	The art of persuasion	Henry Manz	Galilee Library	2016
0601481	Journalism Campaigns	Media awareness campaigns	Abdul latif Aloufi	King Saud University's Publications	2012

### Major: Advertising

Course Code	Course Name	Textbook Title	Name of Authors	publisher	Year of Publication
0602330	Integrated Marketing Communications	Integrated marketing communications	Dr. Ali AL Zoghbi	Bright Horizons Publishing House	2018
0602430	Direct marketing	Contemporary Marketing	Dr. Mahmoud Haridi	Egyptian Publishing University	2014
0602431	Branding and Trade Mark	Trademarks and Industrial Designs in the GCC	Dr. Wael Bondouk	University Thought Center, Egypt	2006

### Major: Public relations

Course Code	Course Name	Textbook Title	Name of Authors	publisher	Year of Publication
0603310	Writing for Public Relations	Translation d. Fayed Rabah, d. Mai Khaja	Writing for PR format and style	University Book House	2009
0603320	Protocol and Etiquette	Dr. Fadel Al BadraniRivett, R. & Whittington, Bob	The art of etiquette in building social and diplomatic relationsDiplomatic Protocol: Etiquette, Statecraft & Trust	University Book HouseWhittles Publishing	20152017
0603330	Public Relations Management	Dr. Mustafa Humaied Altaei Jaishri Jethwaney & NN Sarkar	Management and communication activities in public relationsPublic Relations Management	Dar Osama - JordanSterling	20172017
0603340E	International Public Relations	Dr. Manal HelalTuncer , M. Umut	International Public Relation sInternational public relations: practices and approaches (ed)	Al - Masirah Publishing & Distribution HousePeter Lang	20152018
0603350	Media Production	Muhammed Nagi AljawharPaul Dwyer	Traditional and electronic media materialsUnderstanding Media Production	University Book HouseRoutledg Publisher	20132018
0603360E	Online Public Relations	Haig, MattKelleher, TomSandra Duhé	E-PR: the essential guide to public relations on the Internet.Public relations online: Lasting concepts for changing media.New media and	Kogan Page Publishers.Sage publications.Peter Lang International Academic Publishers	200020072017

			public relations, 3rd		
0603470	Organizational Communication	Dr. Mohamed Gohar Joep P. Cornelissen	Organizational Communication Corporate Com munication: A Guide to Theory and Practice	University Book HouseSage Publications-	20152017
0603480	Case Studies in Public Relations	Judy VanSlyke Turk and John Paluszek	Public Relations Case Studies from Around the World	Peter Lang Inc., International Academic Publishers	2017
0603460	Dialogue and Negotiation Management	Hussein Tarawneh Mehdi Said Al - AzzawiSteve Gates	Negotiation and conflict resolution management Negotiation Engineering: A Practical Guide to Negotiation Techniques, Persuasion and Goal CompletionThe Negotiation Book: Your Definitive Guide to Successful Negotiating	University House for Publishing and DistributionCult ure for publication and distributionWile y	20162015
0603461	Public Relations and Social Media	Public relations and social networks	Osama Publishing House	Dr. Husien Mahmoud	2015
0603481	Organization of Special Events	Khaled Al AmeriLynn Fuhler	Managing conferences, celebrations, festivals and ex hibitionsSecrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and	Dar El Farouk For Cultural Investments - Flying Compass Press	20082016

## Festivals

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