

Ministry of Higher Education and Scientific Research
Supervision and Scientific Evaluation Agency
Quality Assurance and Academic Accreditation Directorate
Accreditation Department



Academic Program Description Guide – Media Department – ٢٠٢٥

Introduction:

The academic program represents a structured and coherent package of learning experiences and courses designed to develop and enhance graduates' competencies, enabling them to meet the demands of the labor market. This program is subjected to regular internal and external quality assurance processes — such as the *External Examiner System* — through which it is reviewed and evaluated on an annual basis.

The **Academic Program Specification** provides a concise overview of the program's main features, including its courses and the skills intended to be developed in students, and is constructed in alignment with the overall objectives of the program. The significance of this document lies in its role as a foundational requirement for program accreditation, and it is prepared collaboratively by the teaching staff under the supervision of the scientific committees within the academic departments.

This second edition of the guide presents the updated program specification, reflecting amendments made to the previous version in response to recent developments in the educational system in Iraq. It includes the traditional program description formats (annual and semester-based systems), in addition to incorporating the specification template circulated by the Directorate of Studies under letter No. TM٣/٢٩٠٦ on ٣ May ٢٠٢٣ for programs adopting the Bologna Process.

In this regard, we reaffirm the critical importance of preparing accurate and comprehensive academic program and course specifications to ensure the effective delivery and continuous improvement of the educational process.

Concepts and Terminology:

Academic

Program

Description:

Provides a brief overview of the program's vision, mission, and objectives, including an accurate description of the intended learning outcomes based on specific learning strategies.

Course

Description:

Presents a concise summary of the main characteristics of the course and the learning outcomes expected to be achieved by the student, demonstrating whether they have fully benefited from available learning opportunities. It is derived from the program description.

Program

Vision:

An ambitious picture of the future of the academic program that is inspirational, motivating, realistic, applicable, and forward-looking.

Program

Mission:

A concise statement that clarifies the aims of the program and the activities required to achieve them, including the program's developmental paths and directions.

Program

Objectives:

Statements that describe what the academic program intends to accomplish within a specified period of time; they must be measurable and observable.

Curriculum

Structure:

All courses/subjects included in the academic program according to the adopted learning system (semester, annual, Bologna process), whether they are requirements at the ministry, university, college, or departmental level — along with the number of credit units.

Learning

Outcomes:

A coherent set of knowledge, skills, and values acquired by the student upon successful completion of the academic program. Learning outcomes must be specified for each course in a way that aligns with the program objectives.

Teaching

and

Learning

Strategies:

The strategies used by the faculty member to enhance student teaching and learning — they are planned approaches followed to achieve learning goals and describe all curricular and extracurricular activities intended to realize the program's learning outcomes.

Academic Program Specification Form

- **University Name:** Al-Mustansiriyah University
- **College/Institute:** College of Arts
- **Department:** Media
- **Academic/Professional Program Name:** *Program in Media Institutions Management to Serve the Community*
- **Final Degree Awarded:** Bachelor of Arts – Media / Journalism
- **Study System:** Annual
- **Date of Program Specification Preparation:** ٠٩ / ٠٧ / ٢٠٢٥
- **Date of File Completion:** ٠٣ / ٠٨ / ٢٠٢٥

Signature:

Signature:

Head of Department: Asst. Prof. Dr. Ali Mowafaq
Flaih

Scientific Assistant: Asst. Prof. Dr. Haider Nadhim
Mohammed

Date: ____ / ____ / ٢٠٢٥

Date: ____ / ____ / ٢٠٢٥

Reviewed by:

Quality Assurance and University Performance Division

- **Name of Division Director:** Saad Attia Hamidi
 - **Date:** ____ / ____ / ٢٠٢٥
 - **Signature:** _____
-

Approved by the Dean

Asst. Prof. Dr. Abdul-Ameer Mathy Muthkur Al-Aboudi

Academic Program and Course Description – Department of Media – 2025

Academic Program Specification Form

- **University Name:** Al-Mustansiriyyah University
- **College/Institute:** College of Arts
- **Department:** Media
- **Academic/Professional Program Name:** *Program in Media Institutions Management to Serve the Community*
- **Final Degree Awarded:** Bachelor of Arts – Media / Journalism
- **Study System:** Annual
- **Date of Program Specification Preparation:** 09 / 07 / 2025
- **Date of File Completion:** 03 / 08 / 2025



Signature:

Head of Department: Asst. Prof. Dr. Ali Mowafaq
Flaih

Date: 7 / 8 / 2025



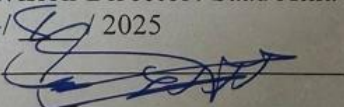
Signature: d. Saad Mohammed Ali

Scientific Assistant: Asst. Prof. Dr. Haider Nadhim
Mohammed

Date: 17 / 8 / 2025

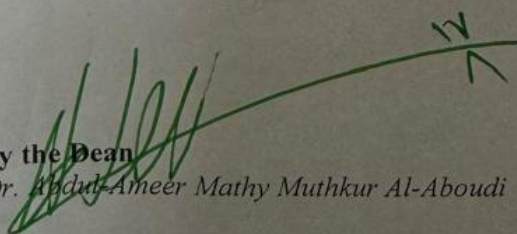
Reviewed by:

Quality Assurance and University Performance Division

- **Name of Division Director:** Saad Attia Hamidi
- **Date:** 17 / 8 / 2025
- **Signature:** 

Approved by the Dean

Asst. Prof. Dr. Abdul-Ameer Mathy Muthkur Al-Aboudi



١. Program Vision
“A pioneering and innovative department at the local and regional levels, distinguished by its exceptional faculty and modernized media curricula that reflect cutting-edge scientific research and the contemporary media landscape, in order to create influential media leaders capable of meeting labor market needs and the expectations of the digital age”.

٢. Program Mission
To provide a comprehensive and forward-looking academic education that combines solid theoretical foundations with advanced practical application across diverse fields of media, aiming to develop students’ analytical, creative, and professional capabilities to compete in the labor market. The department is committed to supporting rigorous scientific research that enriches media knowledge and offers solutions to societal issues.

١. Program Objectives
١. Developing curricula and enhancing undergraduate and postgraduate studies while promoting research activities. ٢. Advancing technological infrastructure and strengthening the quality of scientific research and knowledge production. ٣. Improving individual and team skills and enhancing the professional capabilities of faculty members. ٤. Upgrading infrastructure and designing distinguished specialized educational programs to keep pace with scientific progress. ٥. Encouraging scientific research and developing outstanding specialized academic programs. ٦. Building digital communication and partnerships with international universities. ٧. Preparing and graduating professionally qualified specialists suited to the labor market.

١. Proposed Program Accreditation Scheme
A set of diversified curricula developed by sectoral committees, with an allowable percentage of modification to achieve academic benefits for students.

١. Other External Influencing Factors
Research and studies written with their primary references and sources in the field of media.

١. Program Structure				
*Remarks	Percentage	Credit Units	Number of Courses	Program Component
Core	% ٢٧.٩	٢٢	١١	Institutional Requirements
None	/	/	/	College Requirements
Core	% ٧١.٠٥	٥٨	٢٧	Department Requirements
Elective	/	/	/	Summer Training
			٣٨	
None				Others

*It is possible to include in the remarks whether the course is core or elective.

١. Program Description					
Credit Hours		Unit	Course Title	Course Code	Academic Stage
Practical	Theory				
None	٢	٢	Mass Communication	٥١٣.١.١١	First Stage
٢	١	٢	Photojournalism	٥١٣.١.١٤	
None	٢	٢	Arabic Language	٥١٣.١.١٧	
٢	٢	٣	Journalistic Writing (News and Report Writing)	٥١٣.١.١٢	
None	٢	٢	Principles of Public Relations	٥١٣.١.١٥	
None	٢	٢	English Language	٥١٣.١.١٨	
٢	١	٢	Computers	٥١٣.١.١٩	
None	٢	٢	History of Journalism	٥١٣.١.١٦	
None	٢	٢	Human Rights and Democracy	٥١٣.١.١٠	
٢	١	٢	Media and Digital Literacy	٥١٣.١.١٣	
٢	١	٢	Digital Technologies	٥١٣.١.٢٠	Second Stage
None	٢	٢	Communication Theories	٥١٣.١.٢١	
٢	٢	٣	Journalistic Writing (Investigative and Interview Writing)	٥١٣.١.٢٢	
None	٢	٢	Media Language	٥١٣.١.٢٧	
٢	١	٢	Editing (Montage)	٥١٣.١.٢٤	
None	٢	٢	English Language	٥١٣.١.٢٨	
None	٢	٢	Online Journalism	٥١٣.١.٢٩	
None	٢	٢	Media Research Methods	٥١٣.١.٢٥	
None	٢	٢	Media Economics	٥١٣.١.٢٣	
None	٢	٢	Crimes of the Baath Regime	٥١٣.١.٢٦	
None	٢	٢	Media Legislation and Ethics	٥١٣.١.٣٥	Third Stage

٢	٢	٣	Journalistic Writing (Editorial and Opinion Columns)	٥١٣.١.٣١	
None	٢	٢	Public Opinion	٥١٣.١.٣٢	
None	٢	٢	Language of Media Discourse	٥١٣.١.٣٨	
٢	٢	٣	Investigative Journalism	٥١٣.١.٣٣	
None	٢	٢	English Language	٥١٣.١.٣٩	
None	٢	٢	Arab and International Journalism	٥١٣.١.٣٤	
None	٢	٢	Media Research and Statistical Applications	٥١٣.١.٣٧	
٢	١	٢	Information Technology	٥١٣.١.٣٦	
					Fourth Stage
None	٢	٢	Propaganda and Psychological Warfare	٥١٣.١.٤٤	
None	٢	٢	Management of Press Institutions	٥١٣.١.٤١	
None	٢	٢	Press Advertising	٥١٣.١.٤٥	
٢	١	٢	Press Layout and Design	٥١٣.١.٤٦	
٢	٢	٣	Specialized Journalism	٥١٣.١.٤٣	
None	٢	٢	Online Journalism	٥١٣.١.٤٢	
None	٢	٢	Language Applications	٥١٣.١.٤٧	
None	٢	٢	English Language	٥١٣.١.٤٨	
٢		١	Graduation Project	٥١٣.١.٤٩	

٧ .Expected Learning Outcomes of the Program		
Knowledge		
١. The student recognizes the importance and sensitivity of media work due to its direct connection with society and citizens in particular. ٢. The student acquires a correct and articulate media language that is free of grammatical and pronunciation errors. ٣. The student is able to stand confidently and professionally in front of cameras.		Cognitive Objectives

٤. The student is able to manage panel discussions without fear or hesitation. ٥. The student is capable of pursuing news, identifying it, and utilizing it for the benefit of society. ٦. The student gains broad knowledge of media work, learns how to deal with current events, and becomes capable of using modern media tools appropriate to new digital transformations. ٧. The student is trained in conducting interviews and dialogues with figures, and in preparing and presenting media programs of interest to the public. ٨. The student develops the ability to handle information: methods of collecting it, classifying it, and maintaining its confidentiality in accordance with professional ethics. ٩. The student develops the ability to understand media laws and regulations, and the right to privacy in society, which enables ethical media practice under professional standards. ١٠. The student develops professional awareness and understands the importance of media ethics and social responsibility in the media profession. ١١. The student acquires writing skills for media outlets based on professional writing standards in news, investigative reports, articles, columns, and investigative journalism. ١٢. The student develops fieldwork skills, documentation methods, gathering information, documents, and photos, and everything that supports the credibility of the news and media content.	
Skills	
١. Enabling the student to use the devices and equipment related to recording media programs. ٢. Mastering the development of radio and television programs. ٣. Acquiring the skill of press layout and design. ٤. Ability to analyze and interpret events and distinguish between truth and manipulation. ٥. Ability to apply field media work skills. ٦. Ability to apply scientific methodology in writing academic research. ٧. Ability to use modern studio equipment and devices. ٨. Ability to use modern cameras and filming equipment. ٩. Understanding and perceiving current events and how to deal with them. ١٠. Ability to present ideas, communicate them, and implement them. ١١. Commitment to professional, ethical, and institutional standards of media work. ١٢. Ability to recognize the importance of developing skills in the use of artificial intelligence.	

Values	
١. Emphasizing the need to instill noble human values in students. ٢. Reinforcing citizenship, love of the homeland, and willingness to sacrifice for the country. ٣. Raising awareness of the importance of fostering a spirit of cooperation among colleagues. ٤. Building affinity and mutual respect between students and instructors to ensure the success of the educational process. ٥. Appreciating the importance of media work due to its direct connection with society. ٦. Valuing honesty and truthfulness in media practice. ٧. Recognizing the importance of using precise and highly credible information. ٨. Respecting ethnic and cultural diversity. ٩. Emphasizing the importance of social responsibility toward the community. ١٠. Showing compassion toward humanitarian cases during media coverage. ١١. Promoting fairness and justice in professional work. ١٢. Preparing students to accept new challenges and be ready to deal with them.	

Teaching and Learning Strategies
Teaching and Learning Strategies • The Department of Media adopts a variety of teaching and learning strategies, including: ١. Dialogue and discussion method ٢. Lecture method ٣. Video lecture method ٤. E-learning through the use of computers to present course material ٥. Brainstorming method ٦. Assigning students practical projects to produce media content, such as designing posters, writing articles, or producing videos Use of Technology: ٧. Employing technological media for explanation using computers or data show with search engines or PowerPoint slides ٨. Preparing papers on historical journalistic topics ٩. Interactive lectures ١٠. Demonstrations

١١. Direct display of how to use software such as Word, Excel, and PowerPoint via screen or projector
١٢. Use of multimedia (short videos, illustrations, simulations to explain difficult concepts such as central processing, cloud storage, and networks)
١٣. Problem-based learning: presenting real-life situations requiring digital tools to solve them, such as creating reports using Word or analyzing data using Excel
١٤. Collaborative learning
١٥. Dividing students into small groups to work on simple projects such as joint presentations or spreadsheets
١٦. Training students to work on Photoshop and Premiere software from a media perspective
١٧. Project-based learning: students prepare research or reports on media institutions or prominent communication figures and analyze them in light of relevant theories
١٨. Generating creative solutions to present news interactively and attractively
١٩. Individual and group projects to enhance cooperative and creative work
٢٠. Conducting workshops and introductory seminars on course concepts with student participation
٢١. Field trips to locations of intellectual and scientific relevance to students
٢٢. Practical application by dividing the class into interactive groups to write investigative reports

٨. Assessment Methods

The Department of Media adopts various assessment methods designed to determine the extent to which students comprehend and understand the course material, and to measure their ability to develop scientific, research, critical, and analytical skills. These methods also contribute to evaluating the effectiveness of achieving the intended learning outcomes. Accordingly, the department has established a diversified assessment plan that ensures both the achievement of learning outcomes and a comprehensive evaluation of the student and the educational program. The assessment methods include:

١. **Group Projects (Scientific Teams):**

Students are divided into scientific work groups, where each team is assigned a specific task. Within each group, the task is further subdivided among team members and completed within a specified period. This method promotes teamwork, interaction, continuity, and simulates the mechanisms of scientific research.

٢. **In-Class Quizzes:**

Short tests administered at the end of a lecture (usually one or two questions) to assess students' understanding and retention of the lecture material.

٣. **Midterm Exams:**

Comprehensive assessments given mid-semester to measure students' overall grasp of the course content and their ability to answer various types of questions, both short and extended response.

٤. **Term Papers (Assignments):**

Individual students are assigned specific written tasks to be submitted within a defined

timeframe, allowing assessment of independent work and depth of learning.

◦. **Class Participation Assessment:**

Students are evaluated based on their performance and participation in the classroom through directed, open-ended questions aimed at all students, with grades awarded for correct responses.

٦. **Daily Tests:**

Learning material is presented on a screen and students are tested interactively based on their engagement and explanation of the displayed content.

٧. **Objective Tests:**

Assessments consisting of multiple-choice or closed-ended questions designed to measure precise knowledge of the course material.

٨. **Extracurricular Activities:**

Students are assigned to create posters, images, or informative drawings related to the media content, either individually or in groups.

٩. **Seminars and Discussion Panels:**

Specific topics are discussed in class, encouraging student participation, critical thinking, clarification, research, analysis, critique, and inference.

During the application of these assessments, students' behavioral development is also monitored throughout the academic year by observing their responses to guidance provided by the department and the counseling unit, their interactions with peers, and their engagement with the applied teaching methods.

٨. Teaching Staff

Faculty Members

Number of Faculty Members		Specific Requirements/Skills (if any)	Specialization		Academic Rank
Contract Lecturer	Permanent Staff		Private	General	
	Permanent Staff		Radio and Television	Media	Prof. Dr Ghalib Kadhim Jiyad
	Permanent Staff		Audio-Visual	Media	Prof. Dr Riyadh Khammat Jallu

	Permanent Staff		Journalism	Media	. Prof Dr. Raed Hussein Abbas
	Permanent Staff		Public Relations	Media	Asst. Prof.Dr Ali Mowafaq Flaih
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Nahla Abdul Razzaq Abdul Khaliq
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Madeen Imran Mahmoud
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Yousif Mohammed Hussein
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Ghazwan Jabbar Mohammed
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Mohsad Fakhri Hassan
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Ali Fakher Abd
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Zina Saad Noushi
	Permanent Staff		Radio and Television	Media	Asst. Prof.Dr Mohammed Shakir Mahmoud
	Permanent Staff		Journalism	Media	Asst. Prof.Dr Adel Hashem Mohsen
	Permanent Staff		Journalism	Media	Asst. Prof.Dr Widad Najm Aboud
	Permanent Staff		Journalism	Media	Asst. Prof.Dr Haider Ghazi Hussein
	Permanent Staff		Journalism	Media	Asst. Prof.Dr Haider Shaheed Hashim
	Permanent Staff		Journalism	Media	Asst. Prof.Dr Marwa Abdulilah Abbas
	Permanent Staff		Public Relations	Media	Asst. Prof.Dr Suhad Adel Jassim

	Permanent Staff (Seconded)		Public Relations	Media	Asst. Prof.Dr Zina Abdulhadi Mohammed Ali
	Permanent Staff		Philosophy	Philosophy	Asst. Prof. Raad Kadhim Naama
	Permanent Staff		Journalism	Media	Lecturer Dr. Duraid Shadhan Mahmoud
	Permanent Staff		Radio and Television	Media	Lecturer Dr. Abdulameer Abbas Hussein
	Permanent Staff		Radio and Television	Media	Lecturer Dr. Ahmed lyad Abbas
	Permanent Staff (Seconded)		Radio and Television	Media	Lecturer Dr. Roaa Salahuddin Sobhi
	Permanent Staff		Radio and Television	Media	Lecturer Dr. Affan Othman Saeed
	Permanent Staff		Radio and Television	Media	Lecturer Dr. Faiq Ibrahim Hassan
	Permanent Staff		Journalism	Media	Lecturer Dr. Israa Jassim Flaihi
	Permanent Staff		Journalism	Media	Lecturer Dr. Dhumyia Hussein Ghadeeb
	Permanent Staff		Journalism	Media	Lecturer Dr. Khamael Zaidan Khalaf
	Permanent Staff		Journalism	Media	Lecturer Dr. Ahmed Abdulhassan Mazher
	Permanent Staff		Journalism	Media	Lecturer Dr. Muna Turki Shmakhi
	Permanent Staff		Journalism	Media	Lecturer Dr. Adnan Lafta Manan
	Permanent Staff		Journalism	Media	Lecturer Dr. Huda Hassan Wadhah

	Permanent Staff		Public Relations	Media	Lecturer Dr. Haider Adnan Abdulhassan
	Permanent Staff		Public Relations	Media	Lecturer Dr. Judat Jassim Mohammed
	Permanent Staff		Literature	Arabic Language	Lecturer Dr. Mohammed Maktouf Naeemah
	Permanent Staff		English	English	Lecturer Dr. Raheem Rashid Manait
	Permanent Staff		Language	Arabic Language	Lecturer Maisam Kadhim Kashkoul
	Permanent Staff		English	English	Lecturer Ansam Muthanna Abdulrahman
	Permanent Staff		Radio and Television	Media	Asst Lecturer Sabreen Khazal Hammadi
	Permanent Staff		Radio and Television	Media	Asst Asst Lecturer . . Mustafa Alak Abdulhassan
	Permanent Staff		Radio and Television	Media	Asst Lecturer . Safaa Abbas Ghaleem
	Permanent Staff		Radio and Television	Media	Asst Lecturer . Murtadha Ali Shawi
	Permanent Staff		Radio and Television	Media	Asst Lecturer . Hawraa Ali Abdul Sattar
	Permanent Staff		Journalism	Media	Asst Lecturer . Niran Waleed Jabbar
	Permanent Staff		Journalism	Media	Asst Lecturer . Raghda Salah Mahdi
	Permanent Staff		Public Relations	Media	Asst Lecturer . Qaisar Jabbar Kadhah
	Permanent Staff		Public Relations	Media	Asst Lecturer . Malak Atta Hamed
	Permanent Staff		Public Relations	Media	Asst Lecturer . Athraa Jabbar Hassan

	Permanent Staff		Sociology	Sociology	Asst Lecturer . Ahmed Abdulwahid
	Permanent Staff		Literature	Arabic Language	Asst Lecturer . Wijdan Sabbar Mashjel
	Permanent Staff		Language	Arabic Language	Asst Lecturer . Karar Raheem Habib
	Permanent Staff		Literature	Arabic Language	Asst Lecturer . Ali Hussein Mohammed

١٢. Professional Development

Orientation of New Faculty Members

Professional development for new faculty members is considered one of the essential requirements adopted by the Department of Media in order to provide high-quality education and support the academic and professional advancement of faculty, while ensuring high learning outcomes. Professional development includes a variety of programs, activities, and engagements aimed at improving the teaching, academic, and professional skills of faculty members. The following programs are conducted by the Department of Media to achieve professional development:

١. Workshops and seminars organized by the department:

The Department of Media holds a range of workshops and training courses that focus on practical skills, use of modern technology, and the integration of digital tools in teaching to cope with changes affecting the educational process. Specialized training courses are also encouraged, whether inside or outside the university, and faculty members are urged to participate.

٢. Participation in conferences:

The department encourages faculty members to participate in national and international conferences and training courses through research teams or individual presentations to broaden professional experience, learn about the latest developments in relevant fields, and strengthen research collaboration with other scholars — ultimately enhancing scientific output.

٣. Support for scientific publishing:

The Department of Media supports the publication of research in reputed peer-reviewed journals to strengthen the academic standing of its faculty. To this end, an annual plan is developed for preparing and publishing research according to a preset schedule.

٤. Provision of academic consultations:

To develop the professional skills of new faculty members, the department forms a committee of experienced professors who provide comments and consultations to junior faculty. Mentorship methods are also adopted whereby new faculty members accompany senior, highly qualified faculty to learn about teaching methods, classroom management, and problem-solving.

•. **Support and development of professional skills:**

The department encourages new faculty members to enhance their professional skills by engaging in specialized courses on classroom teaching techniques, course management, and dealing with classroom challenges. Such courses include Teaching Methods, Teaching Competency Licensing, Arabic Language Proficiency, Computer Skills, and English Language. New faculty are also encouraged to adhere to class schedules, the approved scientific curriculum, and the official working hours specified by the department.

Professional Development of Faculty Members

Professional development for faculty members is not limited to newly appointed staff only; rather, the Department of Media follows a structured plan aimed at enhancing the competencies of senior faculty members as well.

١. **Organizing updated workshops, courses, and seminars:**

The Department of Media is keen to offer newly designed workshops and training sessions that address the latest developments in their fields of specialization, helping faculty stay current with academic and scientific advancements and maintain continuous professional growth.

٢. **Academic fellowships and residencies:**

Faculty members are encouraged to participate in fellowships offered by the Ministry of Higher Education and Scientific Research at universities and research institutions, enabling them to broaden their professional, academic, scientific, and intellectual experiences. They are also encouraged to take part in national and international conferences and scientific forums alongside colleagues from other universities inside and outside the country.

٣. **Participation in conferences and seminars:**

The Department seeks to engage senior faculty in leadership and management training programs that help them understand administrative and leadership roles within the academic institution. It also encourages self-learning and participation in online courses and trainings organized by the university, the department, or the Ministry of Higher Education, as these include valuable information that contributes to raising academic and educational levels of faculty members.

٤. Admission Criteria

Admission Criteria

١. Establishing the regulations governing enrollment in the college.
٢. The student must sit for a special entrance examination prepared annually by the department.
٣. Admission is determined according to a specific formula that includes:
 - The student's overall average
 - The student's preference
 - Competition among the college departments according to the student's average

٨. Major Sources of Information About the Program

The Department of Media relies on a variety of primary and secondary sources in order to design an academic program that aligns with the nature of the department, current developments in the field of education, and the technological advancements accompanying the learning process.

١. **Scientific committees within the department:**

These committees represent a fundamental source of expertise and methods for building an accredited academic program based on their professional experience. They include:

- The Departmental Scientific Committee
- The Quality Assurance Committee
- The Curriculum Development Committee
- Official textbooks and departmental course syllabi

٢. **Academic programs of colleges and media departments at other universities:**

These provide a broader vision and precise information on how to construct a modern academic program according to professional and academic standards, and how to obtain program accreditation under the conditions approved by the ministry and accrediting bodies.

٣. **Current students and graduates:**

The department conducts periodic annual surveys with current and former students to identify their perspectives and evaluate their experiences in the program. This provides insight into the development of professional skills, helps identify challenges and obstacles, and contributes to strengthening the program's points of excellence.

٤. **The official website of the university or college:**

The university or college website is a primary source of information regarding academic programs, admission requirements, academic events, and other scientific activities.

٥. **Al-Mustansiriyah University Academic Guide:**

This guide provides detailed information regarding curricula, training and development courses, graduation requirements, and the university system.

٦. **Academic advising and advisors within the Department of Media:**

Academic advisors offer guidance regarding the selection of tools, academic planning, and professional opportunities after graduation.

٨. Program Development Plan

Developing the academic program requires a well-structured plan that is updated annually by the department and relevant committees. This development plan must be strategic, taking into account academic objectives, available resources, as well as the needs of students and society. The program development plan includes several key steps as follows:

١. **Commitment to strategic planning:**

Strategic planning should be a continuous process rooted in the culture of the department, with regular reviews and updates.

٢. **Building a comprehensive quality system:**

This includes clear mechanisms for performance evaluation, preparation of self-assessment reports, and alignment of programs with academic standards.

٣. **Promoting good governance:**

Through developing and implementing manuals of authorities and responsibilities, clear organizational structures, and transparent disclosure of rules and regulations.

٤. **Activating the role of faculty members:**

By engaging them in the formulation and implementation of educational policies to promote shared responsibility.

٥. **Utilizing technology:**

Making use of electronic platforms for dissemination of information, process management, and facilitating communication.

٦. **Diversifying educational programs:**

This involves restructuring current curricula to include specialized courses, moving away from paper-based instruction towards digital learning, which contributes to:

- a. increasing student intake and expanding admission capacity
- b. providing diverse digital services and daily practical training
- c. establishing studios and radio labs equipped with modern technologies
- d. offering professional certificates and specialized diplomas in media fields demanded in the labor market

٧. Introducing new educational programs:

In line with scientific specializations and labor market needs, reflecting contemporary trends such as Bachelor's programs in:

Digital Media, AI in Media, Media Data Analytics, Interactive Media, Multi-platform Investigative Journalism, Digital Radio and Podcasting, Digital Journalism, Digital Content Management, Crisis Communication, Creative Content Production, Media Cybersecurity, and Virtual/Augmented Reality in Media.

٨. Updating curricula in coordination with sectoral committees of governmental and private media colleges and departments in Iraq.

٩. Directing students toward field visits to media institutions in order to refine their practical skills.

١٠. Encouraging faculty to hold workshops, training sessions, and awareness-raising programs aimed at increasing students' media knowledge and culture.

١١. Developing practical and field programs to enhance students' employability.

Program Skills Map

Program Intended Learning Outcomes (PILOs)															
Values				Skills				Knowledge				Core or Elective	Course Title	Course Code	Year/ Level
V ₁	V ₂	V ₃	V ₄	S ₁	S ₂	S ₃	S ₄	K ₁	K ₂	K ₃	K ₄				
√	√	√	√	√	√	√	√		√	√	√	Core	Mass Communication	٥١٣.١.١١	First
	√	√	√		√	√	√		√	√	√	Core	Photojournalism	٥١٣.١.١٤	
	√	√	√		√	√	√		√	√	√	Core	Arabic Language	٥١٣.١.١٧	
	√	√	√		√	√	√		√	√	√	Core	Journalistic Writing (News and Report Writing)	٥١٣.١.١٢	
	√	√	√	√	√	√	√	√	√	√	√	Core	Principles of Public Relations	٥١٣.١.١٥	
	√	√	√	√	√	√	√		√	√	√	Core	English Language	٥١٣.١.١٨	
	√	√	√		√	√	√		√	√	√	Core	Computers	٥١٣.١.١٩	
	√	√	√	√	√	√	√	√	√	√	√	Core	History of Journalism	٥١٣.١.١٦	
√	√	√	√	√	√	√	√	√	√	√	√	Core	Human Rights and Democracy	٥١٣.١.١٠	
	√	√	√	√	√	√	√	√	√	√	√	Core	Media and Digital Literacy	٥١٣.١.١٣	
	√	√	√		√	√	√		√	√	√	Core	Digital Technologies	٥١٣.١.٢٠	Sec
	√	√	√	√	√	√	√		√	√	√	Core	Communication Theories	٥١٣.١.٢١	

	√	√	√		√	√	√		√	√	√	Core	Journalistic Writing (Investigative and Interview Writing)	٥١٣.١.٢٢	ond
	√	√	√		√	√	√		√	√	√	Core	Media Language	٥١٣.١.٢٧	
	√	√	√		√	√	√		√	√	√	Core	Editing (Montage)	٥١٣.١.٢٤	
	√	√	√	√	√	√	√		√	√	√	Core	English Language	٥١٣.١.٢٨	
√	√	√	√		√	√	√		√	√	√	Core	Online Journalism	٥١٣.١.٢٩	
√	√	√	√		√	√	√	√	√	√	√	Core	Media Research Methods	٥١٣.١.٢٥	
	√	√	√		√	√	√		√	√	√	Core	Media Economics	٥١٣.١.٢٣	
√	√	√	√	√	√	√	√	√	√	√	√	Core	Crimes of the Baath Regime	٥١٣.١.٢٦	
√	√	√	√	√	√	√	√	√	√	√	√	Core	Media Legislation and Ethics	٥١٣.١.٣٥	Third
	√	√	√		√	√	√		√	√	√	Core	Journalistic Writing (Editorial and Opinion Columns)	٥١٣.١.٣١	
	√	√	√	√	√	√	√		√	√	√	Core	Public Opinion	٥١٣.١.٣٢	
	√	√	√	√	√	√	√		√	√	√	Core	Language of Media Discourse	٥١٣.١.٣٨	
√	√	√	√		√	√	√		√	√	√	Core	Investigative Journalism	٥١٣.١.٣٣	
	√	√	√	√	√	√	√		√	√	√	Core	English Language	٥١٣.١.٣٩	

	√	√	√		√	√	√		√	√	√	Core	Arab and International Journalism	٥١٣.١.٣٤	
√	√	√	√		√	√	√	√	√	√	√	Core	Media Research and Statistical Applications	٥١٣.١.٣٧	
	√	√	√		√	√	√		√	√	√	Core	Information Technology	٥١٣.١.٣٦	
	√	√	√	√	√	√	√	√	√	√	√	Core	Propaganda and Psychological Warfare	٥١٣.١.٤٤	Fourth
	√	√	√	√	√	√	√		√	√	√	Core	Management of Press Institutions	٥١٣.١.٤١	
√	√	√	√		√	√	√		√	√	√	Core	Press Advertising	٥١٣.١.٤٥	
	√	√	√		√	√	√		√	√	√	Core	Press Layout and Design	٥١٣.١.٤٦	
	√	√	√		√	√	√		√	√	√	Core	Specialized Journalism	٥١٣.١.٤٣	
√	√	√	√		√	√	√		√	√	√	Core	Online Journalism	٥١٣.١.٤٢	
	√	√	√		√	√	√		√	√	√	Core	Language Applications	٥١٣.١.٤٧	
	√	√	√	√	√	√	√		√	√	√	Core	English Language	٥١٣.١.٤٨	
√	√	√	√	√	√	√	√	√	√	√	√	Core	Graduation Project	٥١٣.١.٤٩	

Please place a check mark in the boxes corresponding to the individual program learning outcomes being assessed.