

This course description provides a concise summary of the main features of the course and the learning outcomes the student is expected to achieve, demonstrating whether he or she has made the most of the opportunities. learning Available. It must be linked to the program description.;

University of the Prophets' Successor –College of Media	1. Educational institution
Digital Media Department	2. Sectionscientific/ Center
Digital Media LiteracyDME	3. Course Name/Code
mandatory	4. Available attendance forms
M.M. Saad Eidan Kazim	5. Name of the subject teacher
annual	6. semester/year
Three hours per week-Two practical and one theoretical	7. Number of study hours(kidney)
11/12/2024	8. Date this description was prepared
9. Course objectives	
The student should become familiar with the concept of digital media education and its communicative importance to society and human civilization.	
The student should study the concept of citizenship and the importance of spreading the culture of digital citizenship.	
To familiarize the student with the emergence and development of the concept of citizen journalism in the digital communication environment.	
The student should become familiar with the concepts related to stereotyping and profiling.	
The student should explain the management of newsrooms and the difference between data and information.	
The student should understand the mechanisms of digital marketing, especially in the sports field.	
The student should be able to explain the framing theory.	

The student will be able to expand his knowledge about the scientific and practical applications of browsing the Internet.
The student should demonstrate argument and debate in an organized scientific manner.

10. Outputs of the Scheduled Teaching, learning and assessment methods
<p>A- The Cognitive objectives</p> <p>A1-Knows the concept of digital media literacy</p> <p>A2-Learn about digital citizenship</p> <p>A3-Defines the main functions of the citizen journalist</p> <p>A4-Learn how to form a stereotype</p> <p>A5-Determines the most important mechanisms of digital marketing</p> <p>A6-Knowing the difference between data and information</p>
<p>B - Objectives Skills Yes Private Scheduled.</p> <p>B1-Gain experience and skills by studying previous experiences</p> <p>B2-Learn about the most important elements of the course</p> <p>B3- The student acquires practical and scientific skills that help him perform his duty in the required manner.</p> <p>B4- Relying on what was studied in the application by browsing the Internet</p>
Teaching and learning methods
<p>1- Scientific lecture method</p> <p>2- Discussion method by directing questions to students and participating in the lecture</p>
Evaluation methods
<p>Daily oral test</p> <p>The test is short</p> <p>Monthly test</p> <p>Final Exam</p>
<p>C-Affective and value-based goals</p> <p>A1-Demonstrate professional responsibility at work by drawing on previous historical experiences.</p> <p>A2-Demonstrate the ability to think critically and constructively and solve problems by drawing on and benefiting from past experiences.</p> <p>A3-Ability to work in groups and collaborate</p> <p>A4- The ability to manage time optimally</p>

D - General skills and Qualification Transferable (other skills related to employability and personal development).

D1- The student can be a journalist Digitally successful

D2- The ability to Self-knowledge

D3-To have realistic experiences with cognitive perceptions

D4-To develop reporting skills

11.Course structure					
Evaluation method	Teaching method	Unit name/topic	Required learning outcomes	watches	week
Written and oral tests and direct questions	Lectures and discussions in person	The concept of digital media literacy	The student learns the concept Digital Media Literacy	2	1
Written and oral tests and direct questions	Lectures and discussions in person	Digital Citizenship	For the student to become familiar with digital citizenship	2	2
Written and oral tests and direct questions	Lectures and discussions in person	citizen journalist	The student understands the concept of citizen journalism .	2	3
Written and oral tests and direct questions	Lectures and discussions in person	Stereotype characteristics	The student should explain the mechanisms of stereotyping and stereotyping.	2	4
Written and oral tests and direct questions	Lectures and discussions in person	Main functions of newsrooms	The student should explain the	2	5

			difference between data and information.		
Written and oral tests and direct questions	Lectures and discussions in person	The main tasks of digital marketing	The student should be aware of the mechanisms of digital marketing, especially in the sports field.	2	6
Written and oral tests and direct questions	Lectures and discussions in person	Framing theory	The student should explain the origin and development of the framing theory.	2	7
Written and oral tests and direct questions	Lectures and discussions in person	surfing the internet	For the student to know To expand awareness of the scientific and practical applications of	2	8

			browsing the Internet		
Written and oral tests and direct questions	Lectures and discussions in person	debate and argument	The student should realize Argument and debate in an organized scientific manner	2	9
Written and oral tests and direct questions	Lectures and discussions in person	Create an account Flickr	The student must show How to create an accountFli ckr	2	10
Written and oral tests and direct questions	Lectures and discussions in person	Media discourse	The student should be exposed to sectarian discourse and hate speech.	2	11
Written and oral tests and direct questions	Lectures and discussions in person	Digital media integration	To explain the student's introducti on to media integratio n in modern newsroom s.	2	12

Written and oral tests and direct questions	Lectures and discussions in person	Electronic publishing	The student should explain the origin and development of electronic publishing .	2	13
Written and oral tests and direct questions	Lectures and discussions in person	political pressures	The student should be aware of the political pressures on digital media.	2	14
Written and oral tests and direct questions	First semester exam			2	15
Written and oral tests and direct questions	Lectures and discussions in person	Modern digital applications	To demonstrate the student's modern applications in digital media.	2	16
Written and oral tests and direct questions	Lectures and discussions in person	Humanizing the media	The student should know the humanization of media.	2	17
Written and oral tests	Lectures and discussions in person	Information verification sources	The student should	2	18

and direct questions			demonstrate verification of statements made by public figures.		
Written and oral tests and direct questions	Lectures and discussions in person	Media content production	The student will demonstrate practical applications for creating a reflective text.	2	19
Written and oral tests and direct questions	Lectures and discussions in person	Blogs	The student should explain how to create a blog.	2	20
Written and oral tests and direct questions	Lectures and discussions in person	Media ideology	The student should understand the theoretical approaches to media ideology.	2	21
Written and oral tests and direct questions	Lectures and discussions in person	Criticism and analysis of the press photo	The student should demonstrate a critical analysis of	2	22

			the press photo.		
Written and oral tests and direct questions	Lectures and discussions in person	Media production	To explain the practical applications in the production of media material	2	23
Written and oral tests and direct questions	Lectures and discussions in person	critical thinking skills	For the student to become familiar with critical thinking skills	2	24
Written and oral tests and direct questions	Lectures and discussions in person	screenwriting	The student will understand practical applications in writing a scenario to produce a documentary program.	2	25
Written and oral tests and direct questions	Lectures and discussions in person	Photojournalism Editing	The student should explain practical applications in photo editing.	2	26

Written and oral tests and direct questions	Lectures and discussions in person	Persuasion methods in political propaganda	The student should explain political propaganda.	2	27
Written and oral tests and direct questions	Lectures and discussions in person	political propaganda	To understand the methods of political propaganda	2	28
Written and oral tests and direct questions	Lectures and discussions in person	Digital media discourse	To demonstrate skills in analyzing digital media discourse.	2	29
Written and oral tests and direct questions		Second month exam		2	30

12.infrastructure	
nothing	1- Required textbooks
Media Education, Fahd bin Abdul Rahman Al-Shammari Alternative Media Blogs, Mohamed Abdel Hamid New Media: Concepts, Methods and Applications, Abbas Mustafa Sadiq Studies in Electronic Media, Abdul Amir Al-Faisal Media integration in the news industry, Fatima Al-Zahraa Abdel Fattah	2- Main references (sources)
Media Literacy in the Digital Age: The Search for Digital Identity, Ali Asaad, Arab Childhood Magazine, Issue 79, 2011.	A- Recommended books and references (Scientific journals, reports,)

<p>Digital Media Literacy Curriculum Competencies from the Perspective of Iraqi University Professors Sahar Khalifa, Media Researcher Magazine, Issue 40, 2018.</p>	
<p>https://e3arabi.com/%D8%A7%D9%84%D8 https://www.ammonnews.net/article/51304 3</p>	<p>B - Electronic references, websites..</p>

<p>13. Curriculum development plan: keeping pace with the scientific developments taking place and using modern methods in media studies, pointing out weak points, applying the basic components of comprehensive quality management.</p>	