



Cihan University
College Arts and Letters
Department of Media
Course Program
2017-2018

DESCRIPTION:

It is an academic department of the college of arts and letters at Cihan University. It was established in the academic year 2013-2014. It aims to teach media and its various arts as well as to follow-up the latest professional and technical developments in mass communication in order to graduate a highly qualified generation who can practice the profession of media in its different fields.

VISION:

The department aims to prepare an academic and educated staff who can adopt professional and scientific standards based on the needs and aspirations of the society to attain development, progress, knowledge , democracy and societal peace.

THE MESSAGE:

The department's message is to prepare graduates who are able to meet needs of the job market and the various media organizations. This will contribute to meet the increasing shortage in the qualified media staff. To achieve this goal, the department uses modern curricula , highly qualified instructors who combine academic qualifications and long-term experience in media work,

These measures will help in building-up the student's personality and prepare him/her to join the job market with confidence and strength.

THE OBJECTIVES:

The Department of Media aims to achieve the following:

- 1-Prepare a generation of graduates using modern curricula and intensive practical training so that they can compete in the job market.
- 2- Cultivate principles of highly enlightened and responsible media which will be abided by issues and aspirations of the society based on truth, objectivity, credibility, and human rights.
- 3-Develop learners' skills in the various media majors(such as journalism, Radio/ TV, New Media, advertising, and Public Relations). It aims also to prepare learners for competition in the local, regional and international job market (newspapers, magazines, news agencies, TV satellites, radio stations, online websites, Public Relations at government and private organizations as well as in the fields of advertising, marketing and commercial promotion.
- 4- A highly academic qualification of gradates and techniques based on professional principles news writing, news editing and news photography in newspapers and magazines.

5- Develop graduates' skills in the fields of preparing and presenting Radio/TV programs professionally as well as developing basics of the Radio/ TV anchor, presenter and reporter.

6- Develop the learners' skills in online writing and designing various news websites to create a direct contact with the increasing digital audience.

7- Training of learners to perform various media roles with regard to planning and performing media, advertising and public relations campaigns as well as performing public opinion surveys using the latest samples of media planning.

8- Prepare learners to practice their media jobs according to ethics and laws of media which will help them to avoid legal responsibility while performing their job.

9- Prepare a media generation who is equipped with media economics and arts of managing media organizations so that they can face work pressure, time and competition among various mass media.

FIRST YEAR - FIRST SEMESTER

NO.	CODE	SABJECT	Theoreti cal hours	Practical hours	UN ITS
1	MED51101	Editing I	2	2	3
2	MED51102	Mass Communication	3	-	3
3	LOW11103	اللغة العربية	4	-	4
4	KUR11100	Kurdology	2	-	2
5	ENG51111	General English I	2	6	5
6	CSC21101	Computer Skills I	-	4	2
Total			13	12	19

FIRST YEAR- SECOND SEMESTER

N O.	CODE	SABJECT	Theoret ical hours	Practica l hours	UN ITS
1	MED51211	Editing II	3	2	4
2	MED51212	Public Relations	2	-	2
3	MED51213	Media In English I	2	-	2
4	MED51214	Photojournalism	1	2	2
5	MED51215	TV& Radio	2	-	2
6	MED51216	الأدب الاعلامي	2	-	2
7	CSC21201	Computer Skills II	-	4	2
8	ENG51212	General English I	2	4	4
Total			14	12	20

SECOND-YEAR - FIRST SEMESTER

NO.	CODE	SABJECT	Theoretical hours	Practica l hours	UN ITS
1	MED52101	Editing III	2	2	3
2	MED52102	TV &Radio Arts I	2	2	3
3	MED52103	Communication Theory	2	-	2
4	MED52104	Media In English II	2	2	3
5	MED52105	New Media	2	-	2
6	MED52106	Newspaper Design	2	2	3
7	MED52107	Advertising	2	2	3
Total			14	10	19

SECOND YEAR - SECOND SEMESTER

NO.	CODE	SABJECT	Theoretical hours	Practical hours	UN ITS
1	MED52211	Editing IIII	2	2	3
2	MED52212	Media In English III	2	2	3
3	MED52213	TV & Radio Arts II	2	2	3
4	MED52214	قانون الاعلام	4	-	4
5	MED52215	Public Opinion	2	-	2
6	MED52216	International Media	3	-	3
7	MED52217	Kurdish journalism	2	2	3
Total			17	8	21

Third Year – Journalism / FIRST SEMESTER

NO.	CODE	SABJECT	Theoretical hours	Practical hours	UN ITS
1	MED53101	Research Methods	3	-	3
2	MED53102	Economics of Media	3	-	3
3	MED53103	Media Planning	3	-	3
4	MED53104	Propaganda	3	-	3
5	MED53105	Newspaper Design	2	2	3
6	MED53106	Specialized Press	2	2	3
7	MED53107	Journalism History	2	2	3
Total			18	6	21

Third Year – TV & Radio / FIRST SEMESTER

NO.	CODE	SABJECT	Theoretical hours	Practical hours	UN ITS
1	MED53201	Research Methods	3	-	3
2	MED53212	Economics of Media	3	-	3
3	MED53213	Videography	2	2	3
4	MED53214	Media Planning	3	-	3
5	MED53215	Propaganda	3	-	3
6	MED53216	Preparing TV & Radio	2	2	3
7	MED53217	TV & Radio Advertising	2	2	3
Total			18	6	21

Third Year – Journalism / Second SEMESTER

NO.	CODE	SUBJECT	Theoretical hours	Practical hours	UN ITS
1	MED53101	Sociology Of Media	3	-	3
2	MED53152	Kurdish Media History	2	2	3
3	MED53153	The management of Media	3	-	3
4	MED53154	Public Relation	3	-	3
5	MED53155	Archiving Press	2	2	4
6	MED53156	Specialized Press	2	2	3
7	MED53157	Newspaper Design	2	2	3
Total			17	8	22

Third Year – TV & Radio / Second SEMESTER

NO.	CODE	SUBJECT	Theoretic al hours	Practical hours	UN ITS
1	MED53251	Sociology Of Media	3	-	3
2	MED53252	Presentation TV& Radio	2	2	3
3	MED53253	Kurdish Media History	2	2	3
4	MED53154	The management of Media	3	-	3
5	MED53255	Public Relation II	3	-	3
6	MED53256	Video Editing	2	2	3
7	MED53257	Scenario	2	2	3
Total			17	6	21

Forth Year – Journalism / FIRST SEMESTER

NO .	CODE	SABJECT	Theoret ical hours	Practical hours	UN ITS
1	MED54101	Contemporary, Media ,and Issues	4	-	4
2	MED54102	Multimedia	2	2	4
3	MED54103	News story	2	2	3
4	MED54105	Media and psychological war	4	-	4
5	MED54106	News agencies	4	-	4
6	MED54107	Specialized Press	2	2	3
Total			18	6	21

Forth Year – TV & Radio/ FIRST SEMESTER

NO.	CODE	SABJECT	Theor etical hours	Practic al hours	UN ITS
1	MED54201	Presentation TV & Radio (Reporter)	2	2	3
2	MED54202	Contemporary, Media ,and Issues	4	-	4
3	MED54213	Multimedia	2	2	4
4	MED54214	TV & Radio Direction	2	2	3
5	MED54216	TV & Radio production	2	2	3
6	MED54217	Media and psychological war	4	-	4
Total			16	8	21

Forth Year – Journalism/ Second SEMESTER

NO.	CODE	SABJECT	Theoretical hours	Practical hours	UN ITS
1	MED54151	Media campaigns	2	2	3
2	MED54152	Informatics	2	-	3
3	MED54153	News story	2	2	3
4	MED54106	News agencies	3	-	3
5	MED54154	Project		-	
Total			6	4	12

Forth Year – TV & Radio/ Second SEMESTER

NO.	CODE	SABJECT	Theoretical hours	Practical hours	UN ITS
1	MED54251	Media campaigns	2	2	3
2	MED54252	Informatics	2	-	3
3	MED54253	Documentary	2	2	3
4	MED54206	News agencies	3	-	3
5	MED54254	Project	-	-	-
Total			6	4	12