

قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرامج البكالوريوس/ والدراسات العليا

الغرض من هذا القالب: توحيد البيانات المطلوبة في كافة البرامج العلمية لإتاحتها تمهيداً للمراجعة والنشر على الموقع الإلكتروني للكلية ومشاركتها مع الشركاء الدوليين.

إرشادات عامة للتعبئة

- يرجى استكمال جميع البيانات باللغة الإنجليزية، مع الالتزام بما ورد في اللائحة الأكاديمية المعتمدة
- يرجى مراجعة الصياغة الإنجليزية قبل إرسالها إلى وحدة العلاقات الدولية ولجنة النشر على الموقع الإلكتروني.
- يرجى تسليم الملف بصيغتي Word + PDF.

أولاً: بيانات القسم والبرنامج

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| Department Name in English | Radio and television |
| Program Name in English | Master of Radio and television |
| Program Level | Postgraduate |
| Name of the Head of Department / Program Coordinator in English | Dr. Mahetab Gamal Dr.Nouran Abdelrahman |
| Department Contact Email | [Email address] |
| Date of Last Data Update | [Day / Month / Year] |

ثانياً: وصف البرنامج باللغة الإنجليزية

يرجى كتابة فقرة واحدة باللغة الإنجليزية توضح طبيعة البرنامج، أهدافه العامة، ومخرجاته التعليمية المتوقعة

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| <p>The master's program in Radio and Television is a credit-hour-based program designed to equip students with advanced knowledge and research skills in radio, television, and contemporary media environments. The program integrates quantitative and qualitative research methods with a strong emphasis on theoretical and methodological developments in the field.</p> <p>The program aims to provide students with the ability to critically analyze communication environments and understand their impact on society.</p> <p>Graduates are expected to develop advanced analytical, research, and strategic skills, enabling them to produce effective communication solutions and contribute to academic research and professional practice in radio and television stations and digital media platforms.</p> |
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ثالثاً: بيانات الساعات والمدة

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|--------------------------------|-----------------------------------------------------------------------------------------|
| Total Credits | (33) hours divided into (24) hours of coursework and (9) hours allocated to the thesis. |
| Credits per Year | 24 hours |
| Duration | 1 year |
| Study System / Academic Levels | credit-hour system |

رابعاً: متطلبات الدراسة في البرنامج

يوضح هذا الجدول توزيع الساعات المعتمدة أو المقررات المطلوبة لاستكمال البرنامج وفقاً للائحة المعتمدة

| Component / Requirement | Required Credits |
|----------------------------------------------------------------------------------|------------------|
| Quantitative Research Methods and Statistical Analysis (Program Core) | 3 |
| Qualitative Research Methods (Program Core) | 3 |
| Contemporary Media Environment (Program Core) | 3 |
| Theoretical and methodological trends in audiovisual media (Department Core) | 3 |
| Artificial intelligence applications in audio and visual media (Department Core) | 3 |
| Readings in research on the effects of radio and television (Department Core) | 3 |
| Advanced studies in online public opinion (Department Core) | 3 |
| Media content creation in the digital environment (Department Core) | 3 |
| Thesis | 9 |

خامساً: لائحة المقررات باللغة الإنجليزية

يرجى إدراج جميع المقررات، مع الأكواد والوصف المختصر وطبيعة المقرر. يمكن إضافة صفوف حسب الحاجة

| Course Code | Course Title in English | Brief Course Description | Course Type | Credits |
|-------------|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------|
| Com601 | Quantitative Research Methods and Statistical Analysis | The course aims to familiarize students with the stages of scientific research, its methodologies, and tools. It focuses on developing an understanding of quantitative research and how it differs from other research types, while introducing its stages, tools, and supporting statistical software. The course also trains students to properly apply quantitative research methods to various media phenomena and to master the writing of quantitative research, including hypothesis testing, presenting results, and providing analysis and interpretation. | Compulsory | 3 |
| Com602 | Qualitative Research Methods | The course aims to introduce and discuss the concept of qualitative research, while comparing its different types such as case studies and qualitative content analysis. It focuses on applying various data collection tools, including in-depth interviews, focus groups, and discourse analysis, and develops students' ability to analyze and interpret the results of qualitative research. | Compulsory | 3 |
| Com603 | Contemporary Media Environment | The course introduces students to the contemporary media environment, its key components, and major challenges. It develops understanding of media systems across cultural contexts, with a focus on the Arab region and Egypt, highlighting risks, transformations, and the interaction between traditional and digital media, including social networks. | Compulsory | 3 |

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| TVR604 | Theoretical and methodological trends in audiovisual media | This course examines theoretical and methodological developments in the study of audiovisual media in light of digital transformation and media convergence. It analyzes key contemporary theories such as critical theory, cultural studies, active audience theories, framing and visual narratives, and the economics of attention in the digital broadcasting environment. The course also reviews advanced qualitative (such as phenomenology and computer-aided visual discourse analysis) and quantitative (such as automated content analysis and cross-platform audience engagement measurement) research methodologies used to analyze content, audience, and impact in digital audiovisual media. | Compulsory | 3 |
| TVR605 | Artificial intelligence applications in audio and visual media | This course explores how artificial intelligence (AI) technologies can be employed in the production, editing, and distribution of visual (video, animation, television broadcasts) and audio (podcasts, radio, audio content). It focuses on practical applications such as automated script generation for broadcast, intelligent video editing, text-to-speech and video conversion, voice-over generation, audio and video quality enhancement, deepfake detection, real-time machine translation, interactive content production, and personalized broadcasting based on audience preferences. The course also discusses the ethical and professional implications of using AI on traditional radio and television production practices and the role of human resources. | Compulsory | 3 |
| TVR606 | Readings in research on the effects of radio and television | This course offers critical and in-depth analysis of leading classical and contemporary studies and research on the effects of radio and television, with implications for the digital and convergent media landscape. It explores the evolution of influence models from traditional theories (such as the magic bullet theory, the gateway theory, and media dependency theory) to modern models (such as limit effects, conditioning, news framing, cultural implantation, and audience uses and gratifications theory). The course analyzes how digital and interactive platforms (YouTube, podcasts, live streaming) have reshaped our understanding of the cognitive, attitudinal, behavioral, and emotional effects of contemporary audiovisual content. | Elective | 3 |
| TVR607 | Advanced studies in online public opinion | This course explores the transformations in public opinion formation within the digital environment, moving beyond classical theories | Elective | 3 |

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| | | to new explanatory models that consider platform algorithms and social media. It focuses on mechanisms for measuring and analyzing online public opinion using social listening tools, sentiment analysis, hashtag tracking, and network modeling. The course also discusses the role of digital audiovisual media (podcasts, YouTube, live streaming) in shaping public discourse, influencing the attitudes of different groups, and transforming the audience from passive recipients to active participants in shaping public opinion. Case studies are drawn from real-world contexts, including elections, crises, social movements, and digital campaigns. | | |
| TVR610 | Media content creation in the digital environment | This course covers the complete production cycle of audiovisual media content for digital platforms and applications, from strategic planning through production stages (filming, recording, editing, and effects) to publishing, distribution, and promotion across multiple digital environments. It focuses on transforming traditional content (radio and television) into innovative digital formats (short videos, podcasts, interactive live streams, Reels, shorts, and vertical content). The course also examines search engine optimization (SEO) strategies, platform algorithms, audience data analytics, designing interactive viewing experiences, and personalizing content, with an emphasis on achieving sustainability and economic viability through digital monetization models. | Elective | 3 |

سادساً: قائمة مراجعة قبل الإرسال :

- تمت كتابة اسم البرنامج باللغة الإنجليزية كما يرد في اللائحة المعتمدة
- تمت إضافة وصف موجز للبرنامج باللغة الإنجليزية
- تم توضيح عدد السنوات الدراسية وعدد الساعات المعتمدة
- تمت إضافة بيانات التواصل الأكاديمي لرئيس القسم أو منسق البرنامج
- تمت إضافة لائحة المقررات مع الأكواد والوصف وطبيعة كل مقرر
- تم توضيح متطلبات الدراسة وتوزيع الساعات في البرنامج
- تمت مراجعة واعتماد الملف من الإرشاد الأكاديمي قبل الإرسال

د. نجلاء حامد

نموذج موحد للبيانات واللوائح الأكاديمية باللغة الإنجليزية

مديرة الإرشاد الأكاديمي