

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

Department Name in English	Digital journalism and publishing
Program Name in English	Master of Digital journalism and publishing
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

<p>The master's program in Journalism and Digital Publishing is a credit-hour-based program designed to equip students with advanced knowledge and research skills in journalism and contemporary media environments.</p> <p>The program integrates quantitative and qualitative research methods with a strong focus 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 journalistic organizations and digital media platforms.</p>
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ثالثاً: بيانات الساعات والمدة

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
Journalism laws and ethics in the digital age (Department Core)	3
Artificial intelligence and its applications in journalism (Department Core)	3
Digital content creation and management (Department Core)	3
Techniques for verifying and ensuring the accuracy of journalistic content. (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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DJR604	Theoretical and Methodological Trends in Digital Journalism	This course aims to introduce students to the most important theoretical trends related to the study of digital journalism. It clarifies the general characteristics of these trends, highlighting their similarities and differences from theoretical approaches related to print journalism. Furthermore, it introduces the most important methodological frameworks used in digital journalism research, along with their key tools and methods for their proper application in media studies.	Compulsory	3
DJR605	Journalism laws and ethics in the digital age	This course addresses the emerging legal and ethical challenges posed by the digital journalism environment, analyzing the intersection of traditional legislation (such as press laws, cybercrime laws, and data protection laws) with the requirements of publishing on digital platforms and social media. The course focuses on the principles of accountability, transparency, and privacy in the age of fake news, artificial intelligence, and algorithmic journalism, while training students to develop digital codes of conduct and models for ethical decision-making in digital newsrooms. It also discusses the impact of globalization on concepts of censorship, freedom of expression, and cross-border legal responsibility.	Compulsory	3
DJR606	Artificial intelligence and its applications in journalism	This course explores the role of artificial intelligence (AI) in fundamentally transforming traditional journalistic practices, from automating news production to personalizing content and analyzing big data. It focuses on practical applications such as automated writing (using models like GPT), data mining and predictive analytics, image and video generation, and tools for source verification and detecting fake news. The course also discusses the ethical and professional implications of AI on the role of the journalist, content integrity, and algorithmic bias, while training students to utilize specialized AI tools within the workflows of digital newsrooms.	Elective	3
DJR607	Digital content creation and management	This course covers the complete workflow for producing digital content in press and media organizations, from strategic planning and multimedia content design and editing (text, images, video, infographics, podcasts), to managing and distributing it across various digital platforms. It focuses on search engine optimization (SEO) strategies, audience data analysis, and content personalization based on user behavior. The course also discusses digital content team management models, publishing automation tools, and key performance	Elective	3

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		indicators (KPIs) for achieving engagement, reach, and return on investment.		
DJR610	Techniques for verifying and ensuring the accuracy of journalistic content	This course specializes in training journalists in the tools and methodologies for verifying the authenticity of digital news content in an era rife with misinformation, fake news, and deepfakes. It covers digital investigation techniques such as tracing original sources, detecting manipulated images and videos using visual analysis and metadata, verifying misleading links and websites, and utilizing geolocation and chronological verification tools. The course also focuses on social media verification skills, contextual analysis, and developing a scientific methodology for journalistic accuracy that adheres to professional standards and human rights principles.	Elective	3

سادسًا: 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

مديرة الإرشاد الأكاديمي