

قالب موحد لإعداد اللوائح والبيانات الأكاديمية باللغة الإنجليزية

لبرنامج 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	Journalism and Digital Publishing
Program Name in English	PhD
Program Level	Post graduate
Name of the Head of Department / Program Coordinator in English	
Department Contact Email	
Date of Last Data Update	27/4/2024

ثانياً: وصف البرنامج باللغة الإنجليزية

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

A PhD in Journalism and Digital Publishing is an advanced program that focuses on knowledge of modern technological tools and applications used in the field of journalism, digital publishing, and storytelling in light of big data, along with knowledge of how to write a photo caption, as well as the ethics and aesthetics of photojournalism, and knowledge of modern research trends in the field of print and digital journalism at both international and local levels, identifying the most prominent research approaches used in print and digital journalism research, with an awareness of journalistic [variables/practices] in the digital environment."

ثالثاً: بيانات الساعات والمدة

Total Credits	57
Credits per Year	24 for first year, 15 for second year, 18 for Thesis
Duration	"The minimum period to complete the qualifying courses is four semesters, and the maximum is seven semesters."
Study System / Academic Levels	credit hours

رابعاً: متطلبات الدراسة في البرنامج

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

Component / Requirement

Required Credits

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Core: Research Methods (Advanced)	3
Core: Advanced studies in statistical processing methods such as (SPSS, NVIVO)	3
Core: Communication Theories (Advanced)	3
Core: 2 Courses outside the major, such as (political science, Economics).	3 for each course
Core: Readings in Arab and International Journalism Systems in the Digital Age	3
Core: Analysis of Digital Journalistic Content	3
Core: Critical Readings in Print and Digital Journalism Research in English	3
Thesis	18

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
COM701	Research Methods (Advanced)	The general objectives of the course are to introduce students to various inductive research designs, as well as quantitative and qualitative methods and their applications. The course also aims to develop advanced critical appraisal skills of research methodologies and designs, and to explain the usefulness of different research designs in addressing specific research questions.	Compulsory	3
COM702	Advanced studies in statistical processing methods such as (SPSS, NVIVO)	The general objectives of the course are to study different statistical methods and to familiarize students with statistical software programs such as SPSS and NVivo. The course also aims to develop the ability to apply various statistical methods in hypothesis testing, as well as to enhance skills in data entry, analysis, and the extraction of results.	Compulsory	3
COM703	Communication Theories (Advanced)	The general objectives of the course are to become familiar with various communication theories, examine advanced theories in digital media and visual analysis, and explore advanced theories related to artificial intelligence. The course also aims to analyze advanced theories in crisis communication and investigate advanced theories of media influence and interaction.	Compulsory	3
COM 704,COM705	2 Courses outside the major, such as (political science, Economics).	The general objectives of the course are to develop a critical understanding of political systems and economic structures and their influence on marketing communications, advertising policies, and	Compulsory	3(for each course)

		<p>regulatory environments. The course also aims to analyze the interaction between public policy and market dynamics and how this interaction shapes advertising strategies in both commercial and non-profit contexts. In addition, it seeks to evaluate the impact of political ideologies and economic theories on consumer behavior, media systems, and persuasive communication practices, as well as to enhance the ability to assess the role of governmental institutions and economic forces in shaping ethical standards, competition, and transparency in advertising industries. Furthermore, the course focuses on applying political and economic frameworks in designing, implementing, and evaluating integrated marketing communication campaigns across different markets, and on examining global and local economic policies and political trends and their implications for international advertising and cross-cultural communication strategies.</p>		
DJR704	<p>Readings in Arab and International Journalism Systems in the Digital Age</p>	<p>The main objectives of the course are to study and analyze Arab and international journalism systems in the digital age through examining key models and experiences across different media environments. The course also aims to explore the impact of digital transformation on the structure of news organizations and on content production and distribution processes, as well as to compare journalism systems in the Arab world with their international counterparts. In addition, it seeks to enhance students' ability to critically read and analyze contemporary literature and research in journalism systems, understand the professional, regulatory, and economic challenges facing journalism in the digital era, and anticipate the future of journalism in light of rapidly evolving digital media platforms.</p>	Compulsory	3

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DJR705	Analysis of Digital Journalistic Content	The general objectives of the course are to enable students to understand the concept of journalistic content analysis for both print and digital newspapers, and to identify the different types and modern trends in journalistic content analysis through the integrated analysis of text and multimedia employed in digital journalistic content. The course also aims to familiarize students with the most important artificial intelligence applications that can be used in analyzing journalistic texts.	Compulsory	3
DJR706	Critical Readings in Print and Digital Journalism Research in English	The general objectives of the course are to familiarize the student with modern research trends in foreign and Arab print and digital journalism research, and to identify the most prominent research approaches, methodologies, and tools used in this field. The course also aims to enable students to analyze and evaluate the differences between Arab and foreign research in light of research approaches, methodologies, tools, and theories.	Compulsory	3
DJR 707	Theoretical and Methodological Trends in Print and Digital Journalistic Writing	The general objectives of the course are to introduce students to the technical foundations of editing journalistic topics and to identify the differences between the writing requirements for print and electronic newspapers, as well as the theoretical and methodological trends in journalistic writing. This is achieved through two main axes: studies and research related to journalistic writing, and the review of models illustrating these trends through what has been published in international and local newspapers. The course also aims to identify the appropriate writing methods and forms for content according to its nature.	Elective	3
DJR 708	Economics and Management of Journalism in the Digital Environment (Advanced)	The general objectives of the course are to introduce students to the concept of journalism economics and the management of journalistic institutions, as well as to examine funding sources for electronic newspapers and the role of technological innovations in managing media institutions. The course also aims to analyze the impact of the digital environment on the development of journalistic work, along with the opportunities and challenges facing the	Elective	3

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		digital media industry.		
DJR 709	Seminar in Audience Studies and Electronic Public Opinion	The general objectives of the course are to differentiate between impression management and other related concepts, and to understand impression management strategies in both traditional and digital environments. The course also aims to enable students to choose a research topic in impression management, including its approaches, measurement methods, strategies, and tactics, as well as to understand the impact of impression management on customer behavior.	Elective	3
PRCC710	Big Data Analysis and Its Applications in Journalism	The general objectives of the course are to: Understand the methods and mechanisms of analyzing big data generated through network computing in the field of communication, and its applications in journalistic work. - Identify the key characteristics of big data and how to effectively utilize it. - Learn the steps for accessing open big data databases and conducting data analysis. - Develop the ability to extract meaningful results from data after processing and analysis.	Elective	3
DJR 711	Economics of News Websites and Portals	The general objectives of the course are to: Analyze the economic factors and drivers that guide decision-makers and shape policies within news websites. - Understand key economic concepts affecting the media market, such as supply and demand, monopoly, inflation, growth rate, and fiscal policy. - Examine how media institutions, particularly news websites, are influenced by global and local economic variables in light of these concepts. - Explore market mechanisms and strategies for exchanging informational goods between media institutions, as well as methods of cost calculation and service pricing.	Elective	3
DJR 712	Photojournalism Materials and Multimedia	The general objectives of the course are to understand the basics of photojournalism and its role in modern media practice, and to recognize the importance of visual materials as an essential component in building news content and various journalistic forms. The course also aims to identify different types of journalistic images according to	Elective	3

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		form, content, and placement within media content, as well as to evaluate the key factors that contribute to the effectiveness and success of visual materials in achieving their objectives. In addition, it seeks to enable students to apply the principles of writing captions and to adhere to the ethics and aesthetics of photojournalism.		
DJR 713	Hyperreality and Its Journalistic Application	The general objectives of the course are to understand the concept of investigation and information verification in media practice, and to apply the principles of fact-checking and information verification in journalistic work. The course also aims to enable students to use appropriate tools and techniques for investigation and verification of information, as well as to analyze the impact of digital technology and social media on the spread of misinformation and disinformation.	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