

FACULTY OF MASS COMMUNICATION



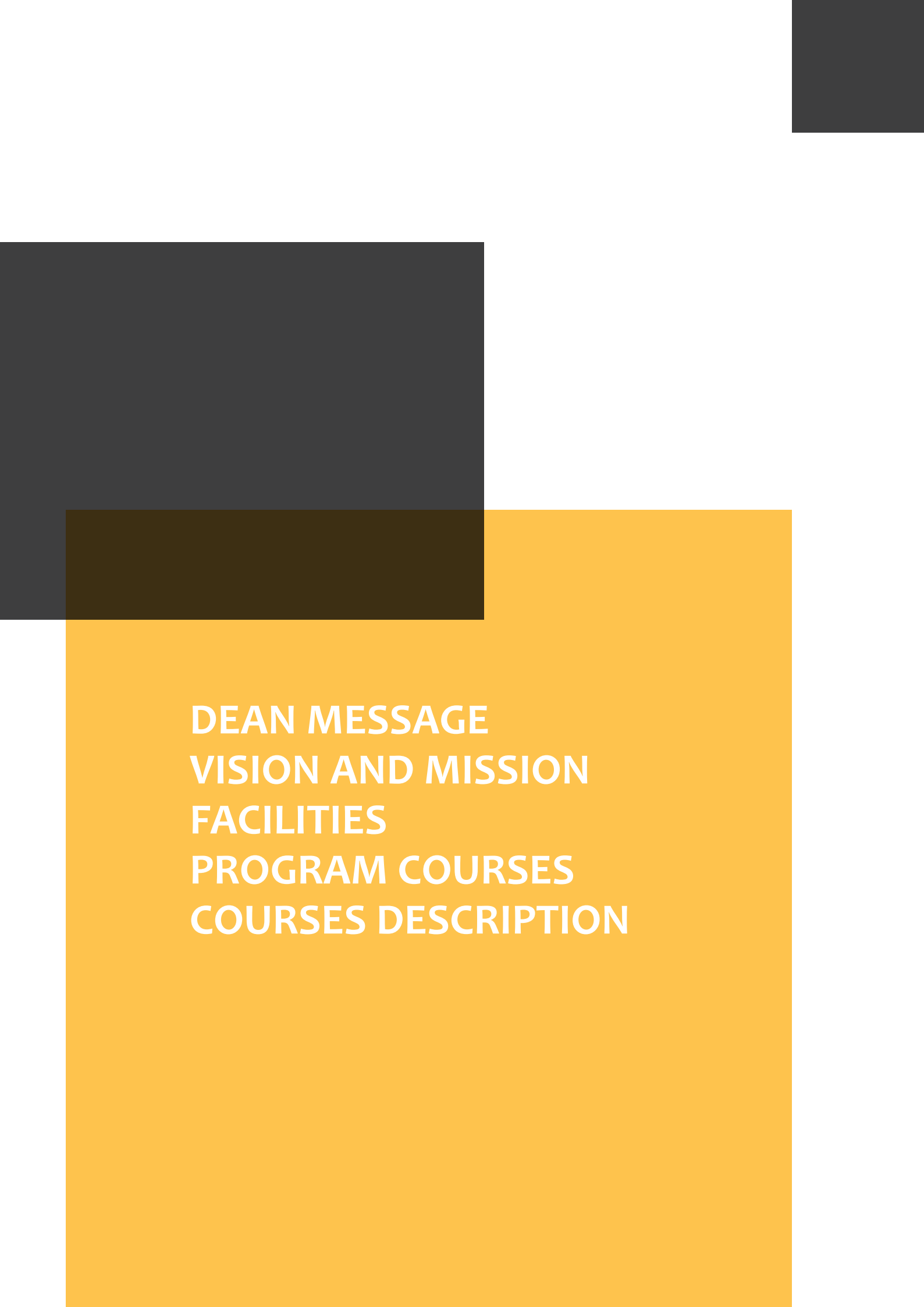
SU KANTARA
SINAI UNIVERSITY



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**DEAN MESSAGE
VISION AND MISSION
FACILITIES
PROGRAM COURSES
COURSES DESCRIPTION**

DEAN'S MESSAGE

Faculty of Mass Communication, Kantara at Sinai University, focuses on contemporary media in all its forms. Driven by creativity and curiosity, the Faculty studies the processes and effects of mass communication; nature, and the social role of the various media; their structure, function, and ethics; and their impact on culture and society.

In this context, it considers not only the widely known studies of broadcast Journalism, but also the game studies, and the Social and Interactive media studies fields. Students are trained as social scientists and anthropologists who should study the media in its relationship to their society and the other academic disciplines. The Faculty combines theory and practice, which fosters the students' work and research opportunities.

There is a mission ahead of us that we must achieve, which is getting to the farthest point possible in the process of achievement within the next few years. And that won't happen unless we follow a strategy that is based on the advanced teaching & training skills, the scientific methodology in research, and the technical performance in administration. And before all this, we need to develop the skills of our teaching staff and administrators for the sake of graduating students with higher scientific, skillful, and behavioral standards.

By keeping these sincere hopes in mind, we acknowledge all the efforts & the great interest of Sinai University's administration.

Dr. Al-Amira Samah Saleh

Associate Professor & Acting Dean of the Faculty





VISION

Faculty of Mass Communication looks forward to being an addition in its field among other public and private media schools in Egypt and the Arab world. It tends to ensure a level of education that guarantees its graduates an international presence.



MISSION

The mission of the undergraduate programs in Mass Communication is to expose students to a broad-based understanding of communication theory, skills, and research. Students in this major are expected to become familiar with the fundamental concerns, theoretical approaches, and methods of the field, and to acquire advanced knowledge in one or more sub-areas of the discipline.



FACILITIES

Human power: 1- Academic 2-Administration

Academic

Statement	professor	Professor Assistant	assistant teacher	Teaching Assistant	total
Academic Staff	1	1	3		5
Academic staff part time			1		1
Assisting committee				8	8

Administration

Statement	Number
Secretary	2
Administration	2
Technicians	5

Faculty Facilities:

Television Studio

Studio News

Control Room

2022/9/1 Will Be Operated in

Classrooms and lecture halls:

Faculties Classrooms and lecture halls

Items Name	Student Capacity	No	Total
Main Hall	425	1	425
Lecture Hall	220	2	440
Lecture Hall	160	16	2560
Lecture Hall	131	2	262
Lecture Hall	120	6	720
Lecture Hall	110	6	660
Lecture Hall	92	2	184
Class Room	60	4	240
Class Room	30	22	660
Total			6151

Faculty of Mass communication's facilities

Television Studio

News Room

Control Room

iMac Lab

Radio Studio

Post Production

iMac lab			
Items Name	No.	Description	
Apple iMac	24	Inch	MNE92 27
		Core Intel	Carp i5
		Display	Retina 5K
		Processor	3.4GHz quad
		Memory	8GB
		Storage	1TB Fusion Drive
		Graphics	Radeon Pro 570 with 4GR of VRAM



Courses Program

PRINT & ELECTRONIC JOURNALISM

Requirements of

Print & online Journalism department

Student study (16) Courses for (48) Credit Hours

Code	Course Title	Credit Hours			Prerequisite	Level
		lecture	tutorial	credit		
JOUR 200	Investigative Journalism	2	2	3		Second
JOUR 201	News Reporting	2	2	3	COM 100	Second
JOUR 202	Journalistic Writing	2	2	3	JOUR 201	Second
JOUR 203	Media Photography	1	4	3	COM 101	Second
JOUR 204	Newspaper Layout and Design	2	2	3		Second
JOUR 205	History of Egyptian Journalism	3	-	3		Second
JOUR 300	Specialized Journalism	2	2	3	JOUR 201, 202	Third
JOUR 301	Online Journalism	2	2	3	ITC E01	Third
JOUR 302	Magazine Design and Production	1	4	3	JOUR 204	Third
JOUR 303	Citizen Journalism	2	2	3	JOUR 200, 203	Third
JOUR 400	Specialized research in Journalism	2	2	3	COM 300	Fourth
JOUR 401	Journalistic Advertisement	2	2	3		Fourth
JOUR 402	Special Topic in Journalism	3	-	3		Fourth
JOUR 403	Journalistic Institutions' Management	3	-	3		Fourth
JOUR 404	Graduation Project *	-	6	3	JOUR 200, 201, 203, 204, 205, 300, 304	Fourth
JOUR 405	Arabic and International Journalism	3	-	3		Fourth

*Students fulfill their project in labs and outside classroom with unlimited number of hours

RADIO & TELEVISION

Requirements of Broadcasting (Radio & TV) Department

Student study (16) Courses (48) Credit Hours

Code	Course Title	Credit Hours			Prerequisite	level
		lecture	tutorial	Credit		
RTV 200	Specialized Programs	2	2	3	RTV 203, 203	Second
RTV 201	Writing for TV and Radio Programs	2	2	3		Second
RTV 202	Phonetics and Performance	2	2	3		Second
RTV 203	TV Photography	1	4	3	COM 101	Second
RTV 204	Broadcasting Production	1	4	3		Second
RTV 205	Local and International Broadcasting	3	-	3		Second
RTV 300	TV and Radio Advertising	2	2	3	RTV 202,203	Third
RTV 301	Radio and TV Drama	2	2	3		Third
RTV 302	Documentary Films	2	2	3	RTV 201,203	third
RTV 303	News in Radio and TV	2	2	3		Third
RTV 400	Specialized Research in Broadcasting	2	2	3	COM 300	Fourth
RTV401	Lightening and Decoration	1	4	3		Fourth
RTV 402	Broadcasting and Multi Media	2	2	3	ITC E01	Fourth
RTV 403	Specialized Broadcasting Channels	3	-	3		Fourth
RTV 404	Graduation project*	-	6	3	RTV 200, 201, 203,302, 401, 405	Fourth
RTV 405	TV and Radio Direction	2	2	3		Fourth

*Students fulfill their project in labs and outside classroom with unlimited number of hours

PUBLIC RELATIONS & ADVERTISING

Requirements of Public Relations & Advertising

Student study (16) Courses (48) Credit Hours

Code	Course Title	Credit Hours			Prerequisite	level
		lecture	tutorial	Credit		
PRA 200	Principles of Advertising	3	-	3		Second
PRA 201	Principles of Public Relations	3	-	3		Second
PRA 202	Writing for Public Relations	2	2	3		Second
PRA 203	Media Photography	1	4	3	COM 101	Second
PRA 204	Advertisement Design and Production	2	2	3		Second
PRA 205	E-Marketing	2	2	3		Second
PRA 300	Public Relations and Advertising campaigns	2	2	3		Third
PRA 301	Production of PR & Advertising publications	2	2	3	PRA 202,203	Third
PRA 302	Internet Applications in PR& Ads.	2	2	3	ITC E01	Third
PRA 303	Production of Radio & TV Materials for PR and Advertising	2	2	3	PRA 203, COM205	Third
PRA 400	Specialized Research in PR& Ads.	2	2	3	COM 300	Fourth
PRA 401	Organizational Communication	3	-	3		Fourth
PRA 402	Special topic in PR & Ads	2	2	3		Fourth
PRA 403	Public Relations and Crisis management	2	2	3		Fourth
PRA 404	Graduation project*	-	6	3	PRA:202, 203	Fourth
PRA 405	Consumers behavior	3	-	3		Fourth

*Students fulfill their project in labs and outside classroom with unlimited number of hours

First: University requirements

Students study (5) courses for (12) Credit Hours

Code	Course Title	Credit Hours			Prerequisite	level
		Lecture	tutorial	credit		
ITC E01	Introduction to Computer	2	2	3		First
SSE E44	English Language (1)	2	2	3		First
SSE E45	English Language (2)	2	2	3		First
SSG E02	Sinai History	2	-	2		First
SSG E01	Human Rights Depart-ments	3	-	3		Second

Second: Faculty Requirements

Student study (20) courses (60) credit hours

Code	Course Title	Credit Hours			Prerequisite	level
		lecture	tutorial	credit		
GEN 101	Arabic Language (1)	2	2	3		First
COM 100	News & Its Sources	2	2	3		First
COM 101	Photography	2	2	3		First
RTV 100	Introduction to Broadcasting	3	-	3		First
PRA 100	Introduction to PR and Advertising	3	-	3		First
Jour 101	Introduction to Journalism	3	-	3		First
COM 200	Public Opinion and its measurement	2	2	3		Second
GEN 201	English Language (3)*	2	2	3		Second
COM 205	Video Editing (1)	1	4	3		Second
COM 206	Media Translation (1)	2	2	3		Second
COM 300	Communication Research Methods	2	2	3		Third
COM 301	Communication Theories	3	-	3		Third
COM 304	Media translation (2)	2	2	3		Third
GEN 301	English language (4)*	2	2	3		Third
GEN 302	Graphic Design	1	4	3		Third
COM306	Info Graphics	2	2	3		Third
COM 400	Social Marketing	2	2	3		Fourth
COM 401	Media law and Ethics	3	-	3		Fourth
GEN 401	Applied statistics in Media Research	2	2	3		Fourth
COM 402	Media Topic in Foreign Language	3	-	3		Fourth
COM 403	Field Training	Non Credit	120	-		Fourth

*Students of English schools can study Arabic language or a foreign second language

Third: Faculty Electives

Student study (8) Courses for (16) Credit Hours

Code	Course Title	lecture	Tutorial	Credit	Prerequisite	level
GEN 100	Introduction to Political Science	2	-	2		First
GEN 102	Arabic Language (2)	1	2	2	GEN 101	First
GEN 103	Media Psychology	2	-	2		First
GEN 105	Modern and Contemporary History of Arab World	2	-	2		First
COM 103	Evolution and Development Of the Mass Media	2	-	2		First
GEN 202	Introduction to Science of Economy	2	-	2		Second
COM 201	Media & Development	2	-	2		Second
COM 202	Cross-Cultural Communication	2	-	2		Second
COM 203	Interpersonal communication Skills	2	-	2		Second
COM 204	Digital Communication	1	2	2		Second
RTV 206	Broadcasting via Internet	1	2	2		Second
GEN 304	Literary& Artistic Criticism	1	2	2		Third
COM 302	Touristic Communication	2	-	2		Third
COM 303	Political Communication	2	-	2		Third
JOUR 304	Journalistic Laboratory	-	4	2		Third
PRA 304	Creativity in Advertising	1	2	2		Third
JOUR 307	Printing technology	1	2	2		Third

Continue Faculty Electives

Code	Course Title	lecture	Tutorial	Credit	Prerequisite	level
RTV 305	Management of Broadcasting Institutions	2	-	2		Third
RTV 304	Video Editing (2)	1	2	2	RTV 205	Third
RTV 307	Animation	1	2	2		Third
PRA 309	Public Relations and Society	2	-	2		Third
COM 404	Movable Advertisement Technology	1	2	2	JOUR 401,RTV 300,PRA 200	Fourth
JOUR 406	Electronic Publishing	1	2	2		Fourth
RTV 406	Broadcasting Communication Technology	2	-	2		Fourth
PRA 406	Protocols & Ceremonies	1	2	2		Fourth
JOUR 407	Regional Journalism	2	-	2		Fourth
PRA 407	Public Relations in Practice	1	2	2		Fourth
RTV 407	Radio & TV Campaigns	1	2	2		Fourth
RTV 408	Special Topic in Broadcasting	2	-	2		Fourth
PRA 408	Cross-Cultural Advertisement	1	2	2		Fourth
PRA 409	Promotional Activities	2	-	2		Fourth
PRA 410	International Public Relations	2	-	2		Fourth
PRA 411	Strategic Administration	1	2	2		Fourth



COURSE DESCRIPTIONS

FIRST: UNIVERSITY REQUIREMENTS

ITC E01 Introduction to Computer

Students study the concept of the computer, evolution, uses and computer system components: hardware and software, windows operating system, word processing applications- MS word, spread sheet applications- MS Power point.

SSE E44 English language (1)

Student studies in this course an international program aiming at teaching non-native speakers writing and speaking in English language. The intent is to make students able to write and speak the everyday language and to be able to deal with foreign sources and communicate with foreign people. This program is divided into five levels. Teachers can use labs for listening lessons and tutorial.

SSE E45 English language (2)

The students continue studying the second level according to the above program.

SSG E02 Sinai History

The student studies the historical events in Sinai area and the Architecture in Sinai. It shows the importance of Sinai as an Egyptian eastern gate to Asia which exposed it to many invasions during different era.

SSG E01 Human Rights

Student studies the idea of Human Rights all over the history, human rights and duties according to local and international laws especially the International Declaration of Human Rights. The course clarifies the extent to which Arab countries stick to that Declaration and local and international human rights laws.

Second: Courses Description of FACULTY REQUIREMENTS

GEN 101 Arabic Language (1)

Student studies Arabic language and its structure, the grammar of Arabic language, rules of perfect writing, the verb in the Arabic language and its role in communicating, it explains the rules of grammar in writing, how to use the punctuation signs, the common Arabic linguistic mistakes.

COMM 100 News & its sources

Students study news definitions, its types, its sources, gathering news, writing news, covering events, difference between journalistic and broadcasted news, using news in public relations field, student has to be trained on how to gather and write different types of news.

COM 101 Photography

The student studies The emergence of photography and its development, photo as a media tool, the technical underpinnings of the photographic image in the media, the types of cameras, lenses, films, photo paper, acidification, printing and zooming, types of lighting, filters, rules of selecting picture, image storage and retrieval, editing the still image, the students are trained on photography and writing captions.

RTV 100 Introduction to Broadcasting

Student studies a quick idea of the arts and forms in radio and TV, the basics and qualifications required for working in radio and TV, planning of radio and TV programs, management of broadcasting institutions, program production and the broadcasting drama.

PRA 100 Introduction to Public Relations and Advertising

The concept of public relations (PR), the difference between PR and other forms of

communication. Evolution and development of PR, its functions, characteristics and skills of PR practitioners. Definition of advertising (Ads.), its evolution and development, kinds of Ads, importance and functions of Ads, Advertising as a communication process.

JOUR 101 Introduction to Journalism

The concept of journalism, functions of the press, basics of journalistic work, kinds of newspapers, the difference between the newspaper and the magazine, press freedom and writing for newspaper and magazine.

COM 200 Public Opinion and its measurement

Students study the definition of public opinion and its components, kinds of public opinion, media role in public opinion formation, how to measure the public opinion, propaganda and its concept, methods, models, media use in propaganda.

GEN 201 English Language (3)

Students continue studying level three of the English language program for nonnative speakers.

COM 205 Video Editing (1)

Students learn the historical, aesthetic and theoretical aspects of editing and post-production explore various editing styles, have training on how to edit digital images and videos.

COM 206 Media Translations (1)

Student studies general rules of translation from English into Arabic, common mistakes among translators, the differences in writing styles between Arabic and English language, briefing in writing for newspapers, training the students on press translation from English into Arabic and vice versa.

COM 300 Communication Research Methods

Student studies an introductory overview of research approaches, methods. Students learn how to explore research problems, review literature, formulate research questions, hypotheses building, and research design. They will be introduced to the theoretical grounding of Exploratory, Descriptive, Experimental, quantitative, qualitative, and interpretive methods, tools of data collection, sampling, tests of validity and reliability, data processing and analysis, writing the research plan.

COM 301 Communication Theories

Students study theoretical approaches to communication forms, processes and contexts, the theories which interpret the media and its functions, an examination of modern and contemporary communication theories, such as: critical, cultural, functional, structural, and postmodern approaches. Special attention will be devoted to critically evaluating the underlying assumptions and frameworks of various theories.

COM 304 Media Translation (2)

Translation of various subjects of political, economic, sports, and crime news from Arabic into English, and vice versa.

GEN 301 English language (4)

Students continue studying level four of the international program of foreign language for non-native speakers.

GEN 302 Graphic Design

Student studies scientific terms in Graphic design, methods of design, how to use the Graphic arts in media work, qualifications required for practicing the Graphic design, use of modern technology in Graphic design and the factors which affect Design process. Student has to practice the process of turning information into graphics.

COM 306 Infographics

Student studies visual communications, infographic design. Its definitions and its types, its value as internal and external tool, representing figures and data visually, making concepts, how things work and communicate visually, movable infographic, how to turn a journalistic topic into infographic design, using infographic in media and advertising campaigns, future trends in the field of infographic. Students are trained to represent information and figures visually.

COM 400 Social Marketing

Students study the fields of social marketing, the difference between social and the commercial marketing, kinds of social marketing campaigns and how to design and evaluate those campaigns. Student will be trained on how to market a social issue.

COM 401 Media laws and ethics

Student studies the freedom of the press and mass communication theories: authoritarian, liberal, communist and social responsibility, ethics which regulate the profession in the media work, the moral decision-making processes behind journalistic choices. Legal comparative concepts and principles including prior restraint, libel, privacy, contempt and the access as they relate to print, broadcast, advertising and other areas. Media laws and media codes of honor in Egypt and in Arabic countries, advertising law, constitutional guarantees, laws of internet. Student has to apply on case studies.

GEN 401 Applied statistics in Media Research

Student studies the definition of the statistic, Kinds of data, sampling, survey, data analysis by using the SPSS program, mean, standard of deviation, correlations, Chi square, T Test, ANOVA, etc.

COM 402 Media Topic in English Language

Students study some media topics in foreign language. Material selected by the instructor.

COM 403 Field Training (non- credit)

According to their specialization, the students should spend 120 hours in practical training in Media, Public Relations Organizations or advertising agencies all over the study years. Student is to be evaluated according to training certificate issued by the place of training and his faculty supervisor. If the student joins course, training sessions or workshops inside or outside the faculty aiming at developing his skills, it can be accounted depending on the evaluation of his supervisors. Training mark is (100) and the course is non-credit hours.

Third: Courses Description of The Faculty Electives

GEN 100 Introduction to Political Science

Student studies evolution of political science, the political regimes and its development, environmental scale of the political regimes internally and externally, inputs and outputs of the political regimes, functions of political science and how to evaluate its task.

GEN 102 Arabic Language (2)

Student studies and implement the basic rules of Arabic language (1) in writing for the media and in Anchor. It provides the students with the linguistic tasks required during the social communication and essential for the communication discourse. It concentrates on self- expression in a systematic way to avoid the common mistakes. It enables the students to build the sentence and the paragraph, to write different types of articles.

GEN 103 Psychological Approach to Mass Communication

The students study in integration between Psychology and media, the Psychological theories which interprets the communication process and the Psychological factors which affect persuasion process and mobilization of public opinion through using the media.

GEN 105 Modern and Contemporary History of Arab World

Students study Ottoman regime, reform revolution, different movements in the Arab World, the collapse of Ottoman empire, the Islamic League, the Great Arabic revolution, Palestinian Case, establishing Israel, Arabic Israeli wars, (1948, 1956, 1967, 1973), Arab unions experiences through the twentieth century, Soviet American conflict on the area. The American plan for a new middle east.

COM 103 Evolution and Development of Mass Media

Student studies an idea of the Media historical development starting from the primitive society to the modern one, History and development of printed and audio visual media in many different countries. The sophisticated technology such as Internet and other media.

GEN 202 Introduction to Science of Economy

The students study the concept of economy, the evolution and development of various economic theories (capitalism, socialism, and Marxism), the relationship between economy and political systems, the modern concepts which affect the international economy such as: laissez faire, laissez passez, offer and demand, liberation of the international trade, the multinational companies, GATT agreement and the relationship between economy and politics according to globalization.

COM 201 Media and Development

Students study the concepts of development and underdevelopment, their theories, concept of sustainable development, the effect of mass communication on rural and urban societies, the role of media in the diffusion of innovations and maintaining national identity, immigration from rural areas to urban areas, third world countries and globalization economy, localization in front of globalization, the role of media in achieving sustainable development.

COM 202 Cross-Cultural Communication

Student studies the concept of culture, the components of culture and its dimensions, the impact of culture on behavior, the concept of cross- cultural communication, its theories, the State's role in the production of national culture, citizenship, identity and multiculturalism, how media can deal with cultural diversity, the influence of culture on interpersonal and cultural communication

processes. The impact of values, beliefs, perspectives and verbal and non-verbal codes on intercultural interactions. Globalization of the media and the globalization of culture, the relationship between civilizations: Conflict or Dialogue, the idea of Western standards, the ego and the other, postmodernism includes architecture, music, philosophy and art.

COM 203 Interpersonal communication Skills

Student studies concept of Interpersonal communication, communication theories interpreting the process of Interpersonal communication, verbal and non-verbal communication, traits of effective communication, various skills (listening, reading and writing), presentation skills, interviews, teamwork, decision-making process inside groups.

COM 204 Digital Media

The student studies the concept of digital media and its synonyms, technical and modern space and novelties, the difference between digital and traditional media, phenomena that accompanied the digital media, characteristics, advantages and qualities of digital media, the means and tools, the risks, drawbacks and challenges facing digital media, students are trained to set up sites on the internet, the creation of networks linking reporters or delegates, journalists, satellite channels, organizations and companies.

RTV 206 Broadcasting via Internet

Students study the emergence and development of broadcasting via internet, the importance of broadcasting via internet, how to use internet in broadcasting transmission. Student has to be trained on establishing online broadcasting and preparing and transmitting programs for broadcasting via internet.

GEN 304 literary and Artistic Criticism

Student studies historical brief about criticism,

its schools and theories. An overview of the changing theoretical and critical approaches including issues in the production and reception, such as realism, adaptation, convention, signification. Students will learn to critically evaluate films, series in terms of writing, directing, production values, editing, and cinematography. Also they have to know how to evaluate arts, music, sports and literature. Student is trained on how to evaluate some artistic and literary jobs.

COM 302 Touristic Communication

Students study an introduction to the major tourism theories, concepts and practices. The course considers the factors that influence tourism demand and the impacts

of tourism on destinations and people. The role of media in spreading awareness regarding the importance of tourism for the national income, the importance of conserving the archeological areas, and how to deal with tourists, goals of internal and external touristic media campaigns, covering touristic issues and events, tools of touristic communication. Student has to submit case studies for global and local best practices.

COM 303 Political Communication

Student studies how to use arts of communication in the political and diplomatic work, communication techniques in the political institutions, and skills of communicators in the political field.

JOUR 304 Journalistic Laboratory

Students learn how to use layout programs in designing print and online press, still and moving picture editing programs, practicing journalistic writing. Develop advanced skills in merging video, audio, animation, photography, and print into interactive multimedia experiences. Produce print or online publication.

PRA 304 Creativity in Advertising

Student studies the nature of creativity in advertising, scientific and practical stages of the creative process, creative advertising between theory and practice, the elements of creative process, how to measure the creative aspects of an advertising, the relationship between whole and part in the advertisement as a creative activity, foundation of comprehensive creative strategy. Student has to be trained on how to submit creative advertising ideas and how to achieve creativity in advertisement design, and implementation.

JOUR 307 Printing Technology

Student studies evolution and development

of printing in the world, in Egypt and Arab world. The continuous developments of printing technology in contemporary age. How to benefit from these developments in advertising, newspapers layout and design.

RTV 305 Management of Broadcasting Institutions

Student studies the concept of management, the development of management, elements and functions of management, the effect of every function on media output, broadcasting economics, the effect of public and private ownership, and degree of freedom on the legal and administrative entity of broadcasting institution, resources and expenses, administrative problems of advertisement marketing, viewership, effect of modern communication technology on the management of broadcasting institution, the economic problems facing TV and broadcasting channels.

RTV 304 Video Editing (2)

Student studies the main types of editing, theories, methods, functions, editing stages, color separation, material, color background, separating background of material, preparing material according to required background, adjusting lights and colors degrees, picture strength and quality, sound quality, special effects, color correction, data compression, and sound design. Student has to be trained on video editing by using final cut program and others to acquire advanced editing skills, in accordance with industry standard software.

RTV 307 Animation

Student studies the concept of animation, its types, methods, computer programs for preparing animation used in television programs. The student has to be trained to apply what he learned.

PRA 309 Public Relations and Society

The student studies the relationship between public relations and society, the concept of public relations' social responsibility towards the community, public relations programs and activities, its interaction with the society, the contribution of public relations in finding solutions to some mainstream problems of the society. Students have to be trained on how to develop models for these programs, and study applied models of these programs locally and globally.

COM 404 Movable Advertising Technologies

Student studies the concept of movable advertising, the scientific and technological specifications of fixed and movable advertisement, solving advertising production problems, technical conditions that serve advertising, invent new methods to serve mobile advertising, students will be trained to design movable forms and sculptures of bilateral and trilateral dimensions, graphic processing for posters and animation, students are trained on computer programs used in the advertising industry: Adobe Photoshop, 3D studio max, Adobe premiere.

JOUR 406 Electronic Publishing

Student studies the concept of electronic publishing and the stages of its development, its importance and disadvantages, types and characteristics, the difference between the electronic publishing and publishing by using paper, the challenges facing electronic publishing. The students are trained on the use of electronic publishing programs and dissemination of digital content on the internet.

RTV 406 Broadcasting Communication Technology

Student studies the most important technological developments which

participated in developing broadcasting such as satellites, radio and TV transmission, cable TV, digital TV and internet.

PRA 406 Protocols & Ceremonies

Students study the concepts of protocols, formalities and etiquette in social and political fields. The students are trained also on how to organize meetings, seminars, events and conferences.

JOUR 407 Regional Journalism

Students study the concept of regional journalism, its functions, its emergence, challenges facing regional journalism, characteristics of local newspapers, how it addresses the issues of its local society. The situation of regional newspapers in Egypt and foreign countries. Student is trained to develop a vision for regional newspapers and the issues it can be addressed.

PRA 407 Public Relations in Practice

Students explore how public relations are applied to the real life problem-solving situations on the local and global levels. A student-operated PR agency functions as a learning laboratory with real clients. Planning and writing skills are applied and practiced. The student learns how to practice the role of a spokesman and the role of public relations coordinator.

RTV 407 Radio and TV Campaigns

Student studies the definition of media campaign, its components and how to prepare and implement a media campaign, to display through radio and TV. Students have to be trained on how to prepare media campaigns.

RTV 408 Special topic in broadcasting

Student has to learn and follow the newest developments in the field of broadcasting

and mass communication which are not included in the study program. The department council and the teacher of this course choose its topics from one semester to another according to the importance of the developments.

PRA 408 Cross Culture Advertisement

Student studies forms of commercials used internationally, the cultural factors affecting advertising production, the cultural differences and its effects on planning ads techniques of data collection about international markets and consumers.

PRA 409 Promotional Activities

Student studies the concept of promotion and its relationship with media, the different styles of promoting goods and ideas; he also studies the promotional mix elements.

PRA 410 International Public Relations

Students study evolution and development of PR institutions on the international level and its role in the international relationships.

PRA 411 Strategic Administration

Student studies the concept of strategic management, its nature and its dimensions, its importance to organizations in general, and public relations in particular, defining the strategic vision of the organization and formulating its mission. The students are trained to develop models of the strategic objectives, and analyze the external and internal environment of the organization.

Fourth: Courses Description of Print and Online Journalism Requirements

JOUR 200 Investigative Journalism

Students learn basics of journalistic writing,

how to prepare and conduct an interview, how to prepare, write and produce investigative interview and investigative reportage on societal, governmental and scientific issues for print and online media, ethical and legal issues and problems. Students are trained on traditional techniques and technological approaches to investigative journalism.

Jour 201 News Reporting

Student studies the emergence of news, kinds of news, news values, news sources: reporter, correspondent, news agencies, new media. The technical mechanics of news gathering and news writing, types of writing news for print and online journalism, writing photo captions.

JOUR 202 Journalistic Writing

Students will learn how to write opinion materials such as: editorials, columns, analytical articles, reviews, news analysis, editing opinion pages in a newspaper etc.

JOUR 203 Media Photography

Student studies picture as a message, technical rules for using picture in the media, types of digital cameras, basic technical skills of operating cameras, chemical and digital photographic processes, software applications, digital camera techniques for shooting, digital imaging, saving and storing pictures, using mobile, iPad, and tablet in photo reporting. Capturing and telling stories through pictures which can be used for print and web applications, video editing and loading on websites. Ethical issues related to photojournalism. Student has to be trained on media photography and writing captions.

JOUR 204 Newspaper Layout and Design

Student studies an introduction to the fundamentals of layout and design of print media, introduction to typography, color theory, basic design principles, news design, feature design and different pages' design. Concepts of visual editing for news photos

and journalistic graphics. Skills needed for newspapers designer. Students are trained on using layout programs.

JOUR 205 History of Egyptian Journalism

Student studies the emergence of journalism in Egypt, public newspapers during the era of khedives Mohammed Ali, Ibrahim, Saied, and Ismail. The emergence of private newspapers. The effect of Syrians' immigration to Egypt on journalism. Egyptian journalism under the British occupation. The emergence of political party's newspapers. Egyptian journalism in the era of Nasser, Sadat and Mubarak. Publication laws, ethics and the freedom of the press in Egypt.

JOUR 300 Specialized Journalism

Student studies concept of specialized journalism, types of specialized journalism, its functions and importance, its audience, specialized pages in general daily and weekly newspapers, specialized magazines, skills of specialized journalist, writing for specialized journalism.

JOUR 301 Online Journalism

The student studies the emergence of the Internet. Internet as a mass medium, advantages and disadvantages of online publishing. Definition of online newspaper, types and aspects of online writing, using links and hypertext, telling a news story by using multimedia, design of home page, and the basics of building a personal online brand, producing an online newspaper and uploading it on an Internet site. Using social media to promote the content of newspaper, connections among online, print, and broadcast journalism, ethical and legal issues in online journalism. Practical skills include Web-based reporting, online news writing, and design, construction of Web sites.

JOUR 302 Magazine Design and Production

Student studies planning for publishing a magazine, its editorial and administrative board, defining its goals, its type, its divisions, and its aspects. Fundamentals of print and online magazine layout and design. Defining size, cover aspects, and the design of the cover and inside pages. Typographical elements, magazine designer's skills and functions. Students have to be trained on producing a magazine.

JOUR 303 Citizen Journalism

Student studies definitions of Citizen Journalism, new media. What is the new media and what is the new media? "new media" as opposed to the traditional "new media" of email and websites, the mechanics of Twitter, YouTube, Facebook, Wikipedia, blogs etc. and other types of new media, the newest new media: Foursquare, Pinterest, WikiLeaks, Anonymous, Goggle+, the impact new media have on our society: emergence of alternative media, consumers become producers, readers become writers and publishers, viewers become performers, new media and worldwide movements such as The Arab Spring, The Tea Party, and Occupy Wall Street. The tools of citizen journalist: mobile, laptop, iPad, and camera etc. Skills of a citizen journalist. The relationship between citizen journalism and the mass media. Student is trained to practice the role of Citizen Journalist.

JOUR 400 Specialized research in Journalism

Student studies research methods used in studying Journalism problems and Topics. Students have to apply these methods and tools in specialized researches.

JOUR 401 Journalistic Advertisement

Student studies definition of advertisement, types and arts of advertisement,

applying typographical elements, skills of advertisement designers, factors affecting the success of advertisement, computer's software used in designing advertisement.

JOUR 402 Special Topics in Journalism

This course aims at meeting the needs of the department to approach new topics or important developments not included in the study program. The department has to accept the selected topics by the instructor.

JOUR 403 Journalistic Institutions Management

Student studies concepts of management, social and economic responsibility in administration, elements and functions of administration, journalism economy, the effect of different ownership types on the freedom of the press and on the legal and administrative position of journalistic institution, resources and expenditure, problems of advertising market, newspaper circulation, the impact of modern communication technology on newspaper management, management methods of Egyptian public, private and party newspapers.

JOUR 404 Graduation Project

The students, in groups, under the supervision of the Instructor of the course and his assistants have to produce graduation projects to apply what they studied all over the four years and to show the skills they acquired. The teacher of the course will meet students every week to discuss their ideas and to follow up their project, give his recommendations and directions, while students do their job outside class.

JOUR 405 Arabic and International Journalism

Student studies the concept of international mass Communication, its features, its

institutions, its channels, and its economics, its role in international relationships. Flow of news, mutual cultural effect of international mass communication, international newspapers and magazines, its aims, its role in facing the hostile foreign media, immigrant Arabic journalism, issues, and the audience of Arab international media.

Fifth: Courses Description of Requirements of TV and Broadcasting Department

RTV 200 specialized Programs

The student studies types of specialized radio and television programs that are directed to specific categories of public, or address certain issues of specialized topics such as (women's, children's, religious sports programs etc.), the methods of its preparation and implementation. Students have to be trained on preparation of radio and television specialized programs and its implementation.

RTV 201 Writing for TV and Radio Programs

Student studies television and Radio language, principles of writing for radio and TV, persuasive and informational writing, communicating in the aural and visual modes. Skills of TV and Radio writer, Types of writing for electronic media: interview, discussions, documentary programs, feature, inquiry, TV and Radio magazine... etc. Students have to be trained on writing for TV and radio.

RTV 202 Phonetics and Performance

Student studies an introduction to communication concepts and skills involved in typical on-camera duties. Bases of phonetics and performance in Arabic and English language, preparing good announcer in TV and radio, aspects of good human voice, how to pronounce words and sentences, body language in TV and effects of voice tone

in the radio. Students have to be trained on the job of announcer.

RTV 203 TV Photography

Student studies types of cameras, types of lenses, bases of recording sound and catching images, storing, restoring and transferring pictures and videos. Students have to be trained on catching still and moving pictures.

RTV 204 Broadcasting Production

Student studies technological developments in the field of production, types of studios, components of studio, cameras, lightening, microphones, décor, make up, required skills for using these tools to produce a program, production stages in TV and radio, production elements: idea, writing scenario, selecting personnel's and equipment, making proofs, selecting locations, executing program, editing procedures, types of shots, camera movements, outdoor transmission units. Students have to be trained on producing radio and TV programs.

RTV 205 Regional and International Broadcasting

Student studies definitions of regional and international Broadcasting, its targets and its importance, Regional Broadcasting and development, technological development and the emergence of trans- Internet broadcasting. Definitions of international Broadcasting, its emergence and its services, regional and international broadcasting and regional and international public opinion, technological developments and regional broadcasting.

RTV 300 TV and Radio Advertising

Student studies emergence of advertisement in broadcasting, definition of advertisement, its types, its writing, and its production, methods of using ads in TV and radio, economic and promotional role of advertisement.

RTV 301 Radio and TV Drama

Student studies what is drama? Its origin, its types, elements of dramatic formation, types of drama in TV and radio, series, evening drama...etc.

RTV 302 Documentary Films

Student studies definition of documentary film and documentary programs, the difference between them and dramatic film, emergence of documentary film and its development, its components and production.

RTV 303 News in Radio and TV

Student studies what is news, types of news, gathering and preparing news stories for presentation, field reporting, editing, preparation of visual and aural TV elements, producing newscast, Studio anchoring, news programs: news analysis, comments, reports, interview, current affairs programs, skills of news reporter and news presenter in Radio and TV. Students have to be trained on practicing the job of reporter.

RTV 400 Specialized Research in Broadcasting

Student studies research methods used in studying TV and broadcasting problems and Topics. Students have to apply these methods and tools in specialized researches.

RTV 401 Lightening and Decoration

Student studies lightening equipment's and digital photography, lightening sources and its functions, types spots and projectors, technical bases for TV photography lightening, planning and implementing lightening systems technically and artistically in internal and external locations, techniques of light distribution in TV image, practical applications.

RTV 402 Broadcasting and Multi Media

Student studies historical development of digital media, its social, economic, political and cultural effects, new media, internet, mobile, iPad, tablet, digital camera, citizen journalism and alternative media, how can broadcasters use social media in searching for ideas, news coverage, reaching audience, and promoting broadcasting content.

RTV 403 specialized Broadcasting Channels

Students study the concept of specialization in broadcasting, reasons led to establishing specialized broadcasting, types of specialized channels, aspects of specialized broadcaster, Egyptian and global models.

RTV 404 Graduation project

The students, in groups, under the supervision of the Instructor of the course and his assistants have to produce graduation projects to apply what they studied all over the four years and to show the skills they acquired. The teacher of the course will meet students every week to discuss their ideas and to follow up their project, give his recommendations and directions, while students do their job outside class.

RTV 405 TV and Radio Direction

Student studies the concept of Direction and its mechanism, its functions, the effective elements in direction, qualifications and skills of TV and radio director, Direction team: director, assistant director, photographers, editors, equipment, studio director, and outdoor transmission units.

Fifth: Courses Description of Public Relations & Advertising

PRA 200 Principles of Advertising

Students study the definition of advertisement, its evolution and development, principles and practices of advertising in a market-driven economy, advertising institutions, elements of advertisement, its design and the skills of its designers. Students have training on producing advertisement.

PRA 201 Principles of Public Relations

Students study public Relations definitions, its evolution and development, theory, history and practice of public relations, tools, steps, strategies of PR programs, practical examples of PR plans and programs in different organizations. Public relations functions within organizations, its impact on various publics and its role in society. Roles and responsibilities of public relations practitioners, professional ethics, significant issues and trends that have shaped the practice.

PRA 202 Writing for Public Relations

Students study basics of writing the informational materials, writing skills necessary for PR practitioners, writing news, making interviews, reportage, and essay. Preparing goal-oriented messages, writing strategic messages for selected publics and media, principles of writing and editing in newspapers, magazines and news bulletins. Writing reports, news releases, newsletters, press releases, media kits, guides, and book reviews, writing speeches.

PRA 203 Media photography

Students study picture as a message, technical rules for using picture in the media, types of digital cameras, basic technical skills of operating cameras, chemical and digital photographic processes, software

applications, digital camera techniques for shooting, digital imaging, saving and storing pictures, using mobile, iPad, and tablet in photo reporting. Capturing and telling stories through pictures which can be used for print and web applications, video editing and loading on websites. Ethical issues related to photojournalism. Students have to be trained on media photography and writing captions.

PRA 204 Advertising Design & Production

Students study different areas of advertising design in terms of form and content, using traditional and modern technical means, artistic designs of advertising, practical aspects of advertising production process, scientific principles and professional rules of advertising design and production. Students are trained to design and produce advertisements according to these principles and rules.

PRA 205 E-Marketing

Students study the different concepts of e-marketing, its origins, its development, and its characteristics which distinguish it from other methods of marketing. Students also study forms of e-marketing and main risks and challenges facing the e-marketing process. Students are trained to make and execute models of e-marketing on the internet or other electronic means.

PRA 300 Public Relations and Advertising campaigns

Students study strategic communication from a business-oriented standpoint. Critically assesses the wider social context in which business operates. Constructs and fosters an analytical approach to developing and maintaining sustainable problem-solving models. It is also a Capstone course in which students develop full scale Public Relations and Advertising campaigns. Students are responsible for conducting all steps of the campaigns in different fields: public service and commercial.



PRA 301 Production of PR & Advertising Publications

The students study how to produce all kinds of print materials used in PR such as pamphlets, reports, newspapers, magazines, guides, manuals, booklets, folders, posters, and billboards etc. The students have to be trained on the design and layout programs used in producing these publications.

PRA 302 Internet Applications in PR & Ads.

Student studies internet as a communication medium in Public relations, its evolution, development, and characteristics. Functions of home pages in different organizations, how to use the multi-media to communicate with people. Skills required for using the social networks on internet. Internet applications in achieving plans of marketing programs.

PRA 303 Production of Radio & TV Materials for PR & Ads

The students study rules of writing for broadcasting and documentary programs. They have to make benefit of what they learnt in photography and video editing to produce Radio & TV materials to be used in Public Relations and advertising.

PRA 400 Specialized Research in Public relations & Advertising

Student studies research methods used in studying PR and advertising problems and Topics. Students have to apply these methods and tools in their specialized researches.

PRA 401 Organizational Communication

Students study the concept of organizational Communication, its strategies, and the role of organizational Communication in determining organizations' identity, how the organization can manage its image and reputation. Concept of reputation, its elements and how can it be measured. Channels used in

organizational communication. Students are trained on how to have a vision for changing organization passive reputation.

PRA 402 Special topic in PR & Ads

This course provides opportunities for the study of selected topics, issues and current new developments in the field of Public relations and advertising. Department council has to approve the new topics suggested by the teacher.

PRA 403 Public Relations and Crisis management

Student studies how can Public relations deal with crisis through successful planning and effective communication. Continuous publicity, techniques and negotiation skills are indispensable factors for the organizations' existence.

PRA 404 Graduation project



The students, in groups, under the supervision of the Instructor of the course and his assistants have to produce graduation projects to apply what they studied all over the four years and to show the skills they acquired. The teacher of the course will meet students every week to discuss their ideas and to follow up their project, give his recommendations and directions, while students do their job outside class.

PRA 405 Consumer behavior

Student studies the psychological and sociological elements which affect people's purchase and consumption.

YOUR LIFE...
YOUR DECISION



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