

| Course Code |     | Course Title                                       |
|-------------|-----|--|
| ENT         | 241 | Entrepreneurship I                                 |
| ENT         | 242 | Entrepreneurship II                                |
| GED         | 272 | Fundamentals of Public Speaking                    |
| MCM         | 100 | Introduction to Mass Communication & Media Studies |
| MCM         | 110 | Communication Theories & Media Effects             |
| MCM         | 115 | Media in the UAE                                   |
| MCM         | 130 | Media Ethics and Laws                              |
| MCM         | 140 | Communication Research Methods                     |
| MCM         | 200 | Writing for Mass Media                             |
| MCM         | 210 | Media Sociology                                    |
| MCM         | 215 | Audiovisual Production                             |
| MCM         | 240 | Media Management                                   |
| MCM         | 250 | Digital Imaging                                    |
| MCM         | 300 | Sustainability Branding                            |
| MCM         | 311 | Media and Politics                                 |
| MCM         | 330 | Multi-Platform Storytelling                        |
| MCM         | 400 | Comparative Global Media Systems & Policy          |
| MCM         | 420 | Modern World History                               |
| MCM         | 430 | Media Internship I                                 |
| MCM         | 305 | Intercultural & Business Communications            |
| MCM         | 335 | Digital & Online Marketing                         |
| MCM         | 410 | Literary and Artistic Criticism                    |
| MCM         | 440 | Cinema Studies                                     |

## **ENT 241 - Entrepreneurship 1**

Credit hours: 2-0-2

Introduction to entrepreneurship theory and practice. Business plan development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution.

## **ENT 242 - Entrepreneurship 2**

**Prerequisite:** ENT-241

Credit hours: 0-2-1

Business plan and pitch development and execution. Funding possibilities and investments. Definition of entrepreneurship; classical and modern management theories and identification of opportunities; strategic planning and execution.

## **GED 272 - Fundamentals of Public Speaking**

Credit hours: 3-0-3

**Prerequisite:** LNG-172

Being able to communicate well in public situations is something any university graduate is expected to be able to do with ease.

This course will introduce students to the fundamentals of public speaking. These include the steps of the speech-making process. The course will also focus on developing oral communication skills and presentation skills that students need to succeed in their major programs of study and to advance in their future careers. Students will be asked to give various speeches in a wide range of settings and for a variety of purposes to enhance their appreciation of and comfort with the art of public speaking.

Fundamentals of Public Speaking' also focuses on developing skills for thinking critically, whether one is designing one's own presentation, listening to the presentations of others, or evaluating information and solutions in the process of accomplishing a group task.

## **MCM100- Introduction to Mass Communication & Media Studies**

Credit hours: 3-0-3

This course introduces students to the concepts of mass communication and media studies, including media literacy and theories. Students will learn about media history, development, and cultural effects of media industries including, but not limited to books, newspapers, magazines, film, radio, recording, and popular music, television, cable, and mobile video, video games, the internet and the World Wide Web.

## **MCM-110 Communication Theories & Media Effects**

**Prerequisite:** MCM 100

Credit hours: 3-0-3

This course aims to give the student an overview of communication theories. The course covers rhetoric, dramatism, narrative theory, powerful effects, limited effects, cultivation theory, uses and gratifications theory, and critical/cultural studies, media and computer-mediated effect theories.

## **MCM-115 Media in the UAE**

**Prerequisite:** MCM-100 & GED-199

Credit hours: 3-0-3

This course introduces the students to Media practices in the UAE. This includes the historical development of UAE media; media ethics, regulations and laws; federal and local media institutions and media policies and orientations. Students will also explore the social and cultural features of media in the UAE, the role of the media in developing the UAE national identity, media free zones and the technological advancement of media in the UAE.

## **MCM-130 Media Ethics and Laws**

Credit hours: 3-0-3

This course introduces students to issues regarding media laws, ethics, values in various societies. This course covers the historical evolution of media ethics, freedom of expression and social responsibility in media legislation, as well as moral conventions. This course also creates learning opportunities for students through the analysis of case studies relevant to media laws and ethical practices in different settings.

## **MCM-140 Communication Research Methods**

**Prerequisite:** MTH-101

**Credit Hours:** 3-0-3

This course introduces students to the basic research methods and techniques. This includes quantitative and qualitative research methodologies; sampling; data collection methods such as content analysis, surveys and in-depth interviews; and basic analytical techniques. A special emphasis will be given to the ethical dimension in scientific research.

## **MCM- 200 Writing for Mass Media**

**Prerequisite:** MCM-100 & LNG-172

**Credit Hours:** 3-0-3

This course introduces students to writing for the media. It covers several topics including the basic tools of writing, principles of news writing, writing for print journalism, writing for online journalism, advertising copy writing, and writing for public relations. Emphasis is placed on the production of media writing.

## **MCM-210 Media Sociology**

**Prerequisite:** MCM-110

**Credit Hours:** 3-0-3

This course introduces the students to the field of Media Sociology. The course focuses on understanding the concepts and theories of media sociology, how the media contents are designed and produced, what factors and bodies (individual, organizational, and outsiders) influence the content, and how these contents influence behaviors of individuals and groups socially and politically.

In the process many local and international case studies will be introduced.

## **Audiovisual Production**

### **MCM-215**

**Credit Hours:** 1-4-3

This course introduces the students to the principles and basic techniques of video production. Students will develop skills in camera shooting, angles, lighting, audio recording, video editing and rendering. The course combines different teaching strategies and settings, including TV studio, computer labs, lectures and hands-on projects.

## **Media Management**

### **MCM-240**

**Prerequisite:** MCM-100

**Credit Hours:** 3-0-3

This course introduces theories and practices of management within a media context. Emphasis is placed on understanding the functions of management as well as developing skills used in managing media organizations within the global environment. It covers the definition of management; management theories; public and corporate media management; and human resource management such as leading and motivating teams.

## **Digital Imaging**

### **MCM-250**

**Credit Hours:** 1-4-3

This is an introductory course to the principles and basic practices of digital image, image editing, and image composition. Using different designing techniques and software applications, the students will create a series of visual compositions in print and web platforms. Students will also learn and practice concept of creativity in digital imaging.

## **Sustainability Branding**

### **MCM-300**

**Prerequisite:** MCM-100 & MCM-200

**Credit Hours:** 3-0-3

This course is designed to provide students with appreciation of ameliorating the prevailing economic system in which they learn and

practice. They are enabled in this endeavor with foundation literature on the tenets of Conscious Capitalism: Higher Purpose, Stakeholder Integration, Conscious Leadership, and Conscious Culture & Management. For praxes, students are engaged with an online computer simulation of a business environment that includes marketing, sales, manufacturing, accounting/finance, human resources, business negotiations, and entrepreneurship to promote and communicate a product considering all of the firm's stakeholders and deal with HR, ethical, environmental, and sustainability issues.

## **Intercultural & Business Communications**

### **MCM-305**

**Prerequisite:** MCM-200

**Credit Hours:** 3-0-3

This course introduces students to the fundamentals of intercultural and business communications, including oral and written negotiations across diverse business and cultural settings and platforms. It entails careful analysis of the communication problem, development of an audience-focused solution, and clear, correct use of language and visuals.

## **Media and Politics**

### **MCM-311**

**Credit Hours:** 3-0-3

This course is designed to introduce students to the main concepts and theories of political communication in different parts of the world. It covers topics such as the relationship between media and politics, political campaigns and new media, domestic regulations and media practices, and others. The course also



introduces case studies in decision making process at local and international levels.

## **Multi-Platform Storytelling**

### **MCM-330**

**Prerequisite:** MCM-200 & MCM-215

**Credit Hours:** 1-4-3

This course provides the skills to create stories in different communication fields including advertisement, public relations and journalism. The students will receive extensive training in writing headlines and scripts copyediting, audio and video editing, and the development digital stories to captivate audiences across various platforms including Press, TV, Radio, Internet, and Social Networks. Social responsibility and ethical frameworks are also components of this course.

## **Digital & Online Marketing**

### **MCM-335**

**Prerequisite:** MCM-100

**Credit Hours:** 3-0-3

This course is dedicated to providing students with the theoretical understanding of the Internet marketplace necessary to adapt to its changing nature. It also equips students with the essential skills needed to perform vital daily functions in areas such as Search Engine Optimization,

Search Engine Marketing, Online Advertising, Web Analytics, Email Marketing, social media and Reputation Management.

## **Comparative Global Media Systems & Policy**

### **MCM-400**

**Instructor:** Name and Contact Information will be given

**Prerequisite:** MCM-240

**Credit Hours:** 3-0-3

**Course Description:** This course offers a critical understanding of how the Global Media Systems operate. The students will explore policies that shape and guide various media systems and their effects within and between societies socially and culturally. They will also develop knowledge about the different rules and regulations that govern the digital media systems worldwide.

The aspects of privacy and ethics are also covered in this course.

## **Comparative Global Media Systems & Policy**

### **MCM-400**

**Prerequisite:** MCM-240

**Credit Hours:** 3-0-3

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## **Literary and Artistic Criticism**

## **MCM-410**

**Prerequisite:** MCM-200

**Credit Hours:** 3-0-3

This course introduces students to the main theories and concepts of literary and artistic criticism. Students will understand and apply the major theoretical paradigms in literature and visual art on various literary and media works, which include short stories, poetry, photos, ads, and videos. Student is expected to write critical essays and produce case studies on specific literary works and art productions.

## **Modern World History**

### **MCM-420**

**Prerequisite:** MCM-100

**Credit Hours:** 3-0-3

The purpose of this course is to examine key historical events in the modern era using social sciences approaches as a means to develop analytical and critical thinking skills. An emphasis is placed on how communications and media played a part in these global events. Topics include Defining modern history; key historical events and developments since the end of the 18<sup>th</sup> century; First and Second World Wars; the end of the Cold War; the age of Globalization; unipolar world system; 9/11 and its repercussions; the international financial crisis; Arab world developments.

## **Media Internship MCM-431**

**Prerequisite:** 81 credits and Min 2 CGPA

**Credit Hours:** 0-150-1

An internship experience, of 150 hours, provides the student with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. The experience also helps students gain a clearer sense of what they still need to learn and provides an opportunity to build professional networks.

## **Cinema Studies MCM-440**

**Prerequisite:** MCM-100 & MCM-215

**Credit Hours:** 3-0-3

The aim of this course is to understand connections between the early days of film and contemporary through analysis and re-examination of the major areas of film theory and criticism. Topics such as Cinema modes of production, form, style, genre, aesthetics, media industries, critical analysis, and sociocultural and historical importance of the cinema. This course helps students build an appreciation for the art form and cultivates critical thinking about film, its major positions and issues in film theory and criticism.

## Syllabi of Courses in Digital Media And Journalism

| Course Code |     | Course Title                               |
|-------------|-----|--|
| DMJ         | 200 | Principles of Digital Media and Journalism |
| DMJ         | 210 | News Writing & Editing                     |
| DMJ         | 220 | Research and Data Analytics for DMJ        |
| DMJ         | 305 | Graphics for Digital Media & Journalism    |
| DMJ         | 315 | Virtual Reality for Journalism             |
| DMJ         | 317 | Digital Photography                        |
| DMJ         | 400 | Newscasting                                |
| DMJ         | 420 | Innovative Multimedia Reporting            |
| DMJ         | 425 | DMJ Capstone Project                       |
| DMJ         | 430 | E-Portfolio & Internship II for DMJ        |
| DMP         | 305 | Critical Coding for Communication          |
| DMP         | 315 | Theory and Practice of Animation           |

### Principles of Digital Media and Journalism

#### DMJ-200

**Prerequisite:** None

**Credit Hours:** 2-2-3

**Course Description:** This is an introductory course to the field of journalism. The course includes exposure to different types of journalism such as Legacy Print Media, Photojournalism and New Media online, students will learn about the responsibility of providing truthful, fact-based information to the public. The students will build a strong foundation of journalistic practices such as determining coverage, writing and reporting.

## **News Writing & Editing**

### **DMJ-210**

**Prerequisite:** MCM-200 and LNG-172

**Credit Hours:** 2-2-3

**Course** This course focuses on developing the writing and editing skills of students.

**Description:** Students will learn different aspects of news judgment, different styles of news writing, and editing techniques. Students will develop skills writing news; fast editing to meet deadlines; ordering of facts/events in a story; deciding what is newsworthy; maintaining accuracy and credibility of the stories; and balancing the story.

## **Research and Data Analytics for DMJ**

### **DMJ-220**

**Prerequisite:** MCM-140

**Credit Hours:** 2-2-3

**Course** This is a practical course that draws on the scientific research methods and

**Description:** data analysis. In this course, the students will learn how to conduct research and investigations for journalistic reporting purposes by employing various research methods. This includes utilizing online platforms that provide Big Data statistical and analytical tools, using secondary data from online resources. It also covers professional reporting techniques, and critical analysis to draw fact-based conclusions. The ethical dimensions of journalism research and practices are also covered.

# Graphics for Digital Media & Journalism

## DMJ-305

**Prerequisite:** MCM-250

**Credit Hours:** 1-4-3

**Course Description:** This course is an advanced training for students on how to create and manipulate 2D and 3D digital graphics. The students will learn through theory and practice how to build news stories and investigative reports by creating innovative and interactive graphics. The course covers concepts such as news writing styles, typography, image editing, image tracking, web design and interactivity. Students will use several software applications in their assignments.

# Virtual Reality for Journalism

## DMJ-315

**Prerequisite:** DMJ-305

**Credit Hours:** 1-4-3

**Course Description:** This course introduces the student to utilizing virtual reality (VR) and augmented reality (AR) technologies in news coverage. Students will learn advanced techniques of digital storytelling, video shooting and editing to create 360-degree images and videos for news and short documentaries. Students will practice and use several software applications and online platforms throughout the course.

# Digital Photography

## DMJ 317

**Prerequisite:** MCM-250

**Credit Hours:** 2-2-3

**Course Description:** This course introduces students to the principles and techniques of digital photography and Photojournalism. Students will learn and use the three variables of exposure: aperture, shutter speed and ISO. They will practice how to reframe photography for journalistic usage and photojournalist's code of ethics. The course expands its focus to creating visual meaning through both single images and multiple-picture packages.

# Newscasting

## DMJ-400

**Prerequisite:** MCM-215 & DMJ-210

**Credit Hours:** 1-4-3

**Course Description:** This course introduces students to digital broadcast journalism in Radio and TV. This is a conceptual and practical course, where the students will learn the basic skills in broadcast writing, develop on-camera techniques, directing, and video editing. The students will also practice building Newscasts by broadcasting their productions on online channels such as podcasts, webcasts, video platforms, and social networks. Attention will be given to the ethical aspects of journalism broadcasting. Students will develop analytical and critical skills used in current trends in the digital broadcast industry.



## **DMJ 425 – Capstone Project**

**Prerequisite:** DMJ-220 & 305

**Credit Hours:** 1-4-3

**Course Description:** This course aims to provide students with the opportunity to apply their media production knowledge and skills in a simulated newsroom setting. This includes gathering reports, data mining, editing, developing, copywriting, and publishing news stories. Students will practice the ethical standards used in producing news stories.

## **DMJ 430 – Portfolio & Internship II**

**Prerequisite:** MCM-431

**Credit Hours:** 150-0-3

**Course Description:** This is a continuation of the Internship I course (MCM 430) with focus on the specialized Journalism industry. The student will work as an intern for 150 hours in a media organization. The student will also produce an e-portfolio summarizing her/his achievements and contributions in the workplace and a good variety of representative CUD coursework. The Internship course provides students the opportunity to apply the theoretical knowledge and practical skills they have acquired in the classroom in 'real-world' settings.

# Multimedia Reporting

## DMJ-420

**Prerequisite:** DMJ-315 or DMP-210

**Credit Hours:** 1-4-3

**Course Description:** This course introduces students to advanced technologies in digital communication such as mobile news coverage, camera handling, audio/video editing, and various types of computerized realities. The students will have extensive training on how to integrate these technologies in news gathering, reporting and online publishing.

## DMP 210 - Digital Media Production

**Prerequisite:** MCM-250

**Credit Hours:** 1-4-3

**Course Description:** This course will equip the students with necessary knowledge and skills to produce meaningful audio and visual contents for effective communication. Students will study and practice in more details digital production techniques including image composition and manipulation; photography, videography, audio/video editing. A bundle of Adobe software applications will be explored and utilized in the projects of this course.

## **Critical Coding for Communication**

### **DMP-305**

**Prerequisite:** None

**Credit Hours:** 1-4-3

**Course Description:** The purpose of this course is to offer the students a practical learning experience on how to search, retrieve, and use social information data from different online platforms for the purposes of interactive communication. The ethical aspects of coding for social data mining and analysis will also be addressed.

## **Theory and Practice of Animation**

### **DMP-315**

**Prerequisite:** MCM 250

**Credit Hours:** 1-4-3

**Course Description:** This course introduces the students to the theory of animation, its principles, and the basic techniques of 2D animation that can be used in the gaming and timelines of short films and documentaries. This includes stop motion animation, 2D animation, Big-scale animation in the real world, and data animation using online technologies.