Program Viewbook

Bachelor of Arts in Communication-Digital Media and Journalism (BA-DMJ)

Program Description

The Bachelor of Arts in Communication with a major in Digital Media and Journalism is thoughtfully designed to address the innovations of the contemporary media landscape. In today's world, our understanding of global events is shaped not only by traditional news outlets but also by the dynamic influence of social media and digital platforms. This program equips students with a deep understanding of the evolving roles and players within the news media sector. Through a comprehensive curriculum, the students will develop the skills necessary to engage effectively and assertively in their increasingly technology-driven society, ensuring their voices resonate in the conversations that matter.

Graduates of the program of Digital Media and Journalism are prepared for a wide range of career opportunities. These include roles like Content Creator, Copywriter, Editor, Reporter, Social Media Specialist, and Technical Writer. They are also qualified for specialized positions such as Photojournalist, Broadcast and Online Journalist, Web Content Manager, Sports Information Director, Magazine Features Editor, Publishing Copyeditor and Electronic Media Specialist.

Program Learning Outcomes (PLOs)

PLO 1: Demonstrate an understanding of the concepts and principles of communication theories, and their applications in research, and new media production.

PLO 2: Comprehend the methods used to ethically produce engaging content for digital media.

PLO 3: Recognize the impact of major theories of journalism, information and communication technologies, and emerging media on the society and the economy.

PLO 4: Communicate clearly and effectively orally and in writing through digital media tools and across multiple platforms in diverse professional environments

PLO 5: Critically analyze and evaluate communication problems in real-life environments and situations and develop market oriented solutions.

PLO 6: Design and produce professional media contents and Journalistic materials.

PLO 7: Work in an effective and creative way individually and in teams and demonstrate conscious innovative leadership skills.

PLO 8: Execute journalistic tasks in accordance with professional and ethical standards.

PLO 9: Critically analyze the evolving Digital Media and Journalism landscape to produce efficient material tailored to different audiences and objectives.

PLO 10: Assimilate current and evolving theories and skills in the field of Digital Media and Journalism.

Program Completion Requirements

The BA-DMJ degree shall be awarded to a student upon completing the following requirements:

- The student enrolled in the program must have passed 124 credit hours.
- The student must achieve a CGPA of not less than 2.0 on a scale of 4.0 points.
- The student must have earned at least 50% of credits at CUD.
- Internship and Graduation Project work must be completed at CUD.

Program Structure

University Requirements Courses	**30 Cr. Hrs.**
Core Courses	**58 Cr. Hrs.**
Major Courses	**36 Cr. Hrs.**
Total	**124 Cr. Hrs.**

List of Courses

I. University Requirement Courses				
Course Code		**Course Title**	**Prerequisite**	**Cr. Hrs.**
Compulsory Courses				**24**
LNG	171	English I	None	3
LNG	172	English II	LNG 171	3
GED	102	AI in Modern Life	None	3
GED	190	Emirati Studies	None	3
GED	196	Communication Skills in Arabic 1	None	3
GED	255	Critical Thinking and Problem Solving	LNG 172 or LNG 182	3
ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
MTH	105	Introduction to Statistics	None	3
Humanities Elective Courses (03 Credits): Students are required to select one course from the following courses				
GED	103	Head Anatomy Sculpture	None	3
GED	106	Smart Decisions: Data Literacy and Visualization	None	3
GED	110	Modern Art Appreciation	None	3
GED	111	Music Appreciation and Communication	None	3
GED	191	Islamic Studies	None	3
GED	205	Psychology in Everyday Life	LNG 182 or LNG 172	3
GED	324	Ethical Reasoning for Today's World	LNG 182 or LNG 172	3
GED	330	Introduction to Canadian Studies	None	3
Science and Technology Elective Courses (03 Credits): Students are required to select one course from the following courses				
BIO	102	Biology I	None	3
SHS	103	Chemistry	None	3
GED	125	Ecosystems and Human Health	None	3
GED	132	Science and Technology in Society	None	3
ENV	201	Principles of Environmental Science	None	3

II. Core Courses

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses				**52**
GED	272	Fundamentals of Public Speaking	LNG 172	3
ENT	241	Entrepreneurship 1	ENT 142	2
ENT	242	Entrepreneurship 2	ENT 241	1
MCM	101	Introduction to Mass Communication & Media Studies	None	3
MCM	121	Communication Theories & Media Effects	MCM 101	3
MCM	115	Media in the UAE	MCM 101	3
MCM	130	Media Ethics and Laws	MCM 101	3
MCM	140	Communication Research Methods	MTH 105	3
MCM	201	Writing for Mass Media	MCM 101, LNG 172	3
MCM	210	Media Sociology	MCM 121	3
MCM	215	Audiovisual Production	None	3
MCM	240	Media Management	MCM 101	3
MCM	250	Digital Imaging	None	3
MCM	311	Media and Politics	None	3
MCM	335	Digital and Online Marketing	MCM 101	3
MCM	400	Comparative Global Media Systems and Policy	MCM 240	3
MCM	411	Multi-Platform Storytelling	MCM 201, MCM 215	3
MCM	420	Modern World History	MCM 101	3
MCM	431	Media Internship I	81 Cr. Hrs. & CGPA ≥ 2.0	1
Elective Courses (06 Credits): Students are required to select two courses from the following courses				
MCM	300	Sustainability Branding	MCM 101, MCM 201	3
MCM	305	Intercultural and Business Communications	MCM 201	3
MCM	330	Literary and Artistic Criticism	MCM 201	3
MCM	440	Cinema Studies	MCM 101, MCM 215	3

III. Major Courses

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses				**24**
DMJ	200	Principles of Digital Media and Journalism	None	3
DMJ	210	News Writing & Editing	LNG 172, MCM 201	3
DMJ	220	Research and Data Analytics for DMJ	MCM 140	3
DMJ	305	Graphics for Digital Media & Journalism	MCM 250	3
DMJ	315	Virtual Reality for Journalism	DMJ 305	3
DMJ	400	Newscasting	MCM 215, DMJ 210	3
DMJ	425	DMJ Capstone Project	DMJ 220, DMJ 305	3
DMJ	430	E-Portfolio and Internship II for DMJ	MCM 431	3
Elective Courses (12 Credits): Students are required to select four courses from the following courses				
DMJ	317	Digital Photography	MCM 250	3
DMJ	420	Innovative Multimedia Reporting	DMJ 315 or DMP 210	3
DMP	305	Critical Coding for Communication	None	3
DMP	315	Theory and Practice of Animation	MCM 250	3
PRA	301	Crisis Communication	MCM 101	3

Eight Semesters Study Plan

Semester	Course Code		Course Title	Prerequisite	Cr. Hr.
1	GED	102	AI in Modern Life	None	3
	LNG	171-3	English I	None	3
	GED	196	Communication Skills in Arabic 1	None	3
	MCM	101	Introduction to Mass Communication & Media Studies	None	3
	ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
	Total				**14**
2	LNG	172-3	English II	LNG 171-3	3
	MCM	250	Digital Imaging	None	3
	MCM	121	Communication Theories & Media Effects	MCM 101	3
	MCM	115	Media in the UAE	MCM 101	3
	MTH	105	Introduction to Statistics	None	3
	ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
	Total				**16**
3	MCM	201	Writing for Mass Media	MCM 101, LNG 172	3
	MCM	130	Media Ethics and Laws	MCM 101	3
	MCM	210	Media Sociology	MCM 121	3
	MCM	420	Modern World History	MCM 101	3
	MCM	140	Communication Research Methods	MTH 105	3
	ENT	241	Entrepreneurship 1	ENT 142	2
	Total				**17**
4	MCM	240	Media Management	MCM 101	3
	MCM	215	Audiovisual Production	None	3
	MCM	XXX	Core Elective (1)		3
	DMJ	200	Principles of Digital Media and Journalism	None	3
	GED	272	Fundamentals of Public Speaking	LNG 172	3
	ENT	242	Entrepreneurship 2	ENT 241	1
	Total				**16**
5	XXX	XXX	Humanities Elective		3
	MCM	335	Digital and Online Marketing	MCM 101	3
	DMJ	220	Research and Data Analytics for DMJ	MCM 140	3
	DMJ	210	News Writing & Editing	MCM 201, LNG 172	3
	GED	190	Emirati Studies	None	3
	Total				**15**
6	MCM	311	Media and Politics	None	3
	XXX	XXX	Science and Technology Elective		3
	DMJ	305	Graphics for Digital Media & Journalism	MCM 250	3
	DMJ	XXX	Concentration Elective (1)		3
	GED	255	Critical Thinking and Problem Solving	LNG 172	3
	Total				**15**
	MCM	**431**	**MEDIA INTERNSHIP 1 (SUMMER SEMESTER)**	**81 Cr. Hrs. and CGPA ≥ 2.0**	**1**
7	DMJ	XXX	Concentration Elective (2)		3
	MCM	411	Multi-Platform Storytelling	MCM 201, MCM 215	3
	DMJ	315	Virtual Reality for Journalism	DMJ 305	3
	DMJ	400	Newscasting	MCM 215, DMJ 210	3
	MCM	XXX	Core Elective (2)		3
	Total				**15**
8	MCM	400	Comparative Global Media Systems and Policy	MCM 240	3
	DMJ	XXX	Concentration Elective (3)		3
	DMJ	XXX	Concentration Elective (4)		3
	DMJ	425	DMJ Capstone Project	DMJ 220, DMJ 305	3
	DMJ	430	E-Portfolio and Internship II for DMJ	MCM 431	3
	Total				**15**
Total Credit Hours					**124**