

## Course description template

### Course description template: Media Language

This course description provides a concise summary of the course's key features and expected learning outcomes, demonstrating whether students have made the most of the available learning opportunities. It is essential to link this description with the course description.

The program.;

1. Educational institution	Warith Al-Anbiya University
2. Scientific Department / Center	Digital Media Department
3. Course Name/Code	Media language
4. Available forms of attendance	mandatory
5. Name of the course instructor	Dr. Saleh Majeed Al-Khazraji
6. Term/Year	annual
7. Total number of study hours	60 hours
8. Date this description was prepared	17/12/2025

#### 9. Course Objectives:

The course aims to introduce the concept of media language in general, which is the language used in the media. The diverse media landscape has become a major force shaping public opinion and beliefs across various fields. Media language helps students fulfill their duties effectively, using clear, engaging, and accessible language, as media addresses diverse audiences and social groups. Digital media plays a significant role in nation-building and the development of civilizations, serving as a strategic tool for guiding, advising, and educating society.

10. Course outcomes, teaching and learning methods, and assessment

**A- Cognitive objectives:**

- 1-Introduce the student to the concept of media language and the importance of practicing it in digital media.
- 2- Increasing the student's potential and raising his linguistic and cultural abilities that qualify him for media work.
- 3- Culture, knowledge, awareness, and speaking the language of media are among the most important things that make a successful media professional and help him form a sound opinion that the public accepts. Moreover, they make the digital media student confident in himself, no matter the circumstance, place, or time.

**B - The skills-based objectives of the course.**

- 1 - Media language equips the student with skills that enable him to perform his duties as required.
- 2 - The skill of communicating with the community on social media and in public life through his knowledge of the characteristics and features of media language.

Teaching and learning methods

- 1- The scientific lecture method
- 2- The method of discussion through directing questions to the students and participating in the lecture and tests.

Assessment methods

**1- In-person lectures**

- 2- Teaching aids: Video – Projection screen – Whiteboard – Practical application

**C- Affective and value-based goals**

- A1- Demonstrate professional responsibility at work by making use of all previous historical experiences. Objectivity to give practical interactive value.
- C2- Demonstrating the ability to think critically and constructively and solve problems by relying on and benefiting from past experiences. C3- The ability to work in groups, cooperate and work as a team.
- Q4- The ability to manage time optimally.

**D - General and transferable skills (other skills related to employability and personal development).**

- D1- The student will be able to become a digitally skilled journalist with strong language skills. D2- The ability to learn independently.
3. To possess realistic experiences with perceptual perceptions. 4. To develop reporting skills.

# 11.

## Course structure

The week	Hours	Learning outcomes Required	Unit/Topic Name	Teaching method	Evaluation Method
1	2	The student understands the concept of the topic	The concept of language	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
2	2	The student understands the concept of the topic	Multiple concepts of language Contemporary.	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
3	2	The student understands the concept of the topic	Media language: The concept and jobs	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
4	2	The student understands the concept of the topic	The impact of journalism on renewal the language.	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
5	2	The student understands the concept of the topic	Comparison of the language of science And the media.	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
6	3	The student understands the concept of the topic	Practical application of the method media	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
7	3	The student understands the concept of the topic	Al-Muthanna	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
8	3	The student should become familiar with	masculine plural	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
9	3	The student should become familiar with	The indeclinable	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
10	3	The student understands the mechanism of operation	the shortened name	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
11	3	The student understands	The elongated name	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
12	3	The student learns	Incomplete name	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
13	3	The student understands	Feminine plural	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
14	3	The student should learn	Practical applications	Delivering lectures, discussions, and practical training in person	Written test Oral and written questions Live
15	3	First semester exam			Written test

					Oral and written questions <b>Live</b>
16	3	The student understands	The impact of media on language renewal	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
17	3		The impact of media on enriching the language	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
18	3	The student should learn	The standards that a journalist should adhere to are not Especially in the field of language.	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
19	3	The student should learn	The subject and the predicate.	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
20	3	The student applies	"Kana and its sisters"	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
21	3	The student learns	"Inna and its sisters"	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
22	3	The student understands the concept of the topic	Radio news language and television	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
23	3	The student understands the concept of the topic	Advertising language and text style Effective	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
24	3	The student should know	Rhetorical applications in <b>Media texts</b>	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
25	3	The student should recognize	metaphor	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
26	3	The student should know	Metaphor	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
27	3	The student should learn	Semantics in media language	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
28	3	The student should learn Practical applications	Common linguistic errors in <b>media</b>	Delivering lectures, discussions, and practical training in person	<b>Written test</b> Oral and written questions <b>Live</b>
30	3		Second semester exam		<b>Written test</b> Oral and written questions <b>Live</b>

## 12. Infrastructure

1. Required textbooks	nothing
-----------------------	---------

2. Main references (sources)	1- Media Language – Abdul Sattar Jawad 2- Language in Media Discourse – Taysir Abu Arja
a) Recommended books and references (scientific journals, reports, etc.)	( The Production of Media Language in Media Texts – Mahmoud Khalil and Muhammad Mansour Heiba
b) Electronic references, websites.	<a href="https://rawabetcenter.com/archives/82162">https://rawabetcenter.com/archives/82162</a> <a href="https://www.ahewar.org/debat/show.art.asp?aid=137885">https://www.ahewar.org/debat/show.art.asp?aid=137885</a>
13. Curriculum Development Plan: Keeping pace with scientific developments and using modern methods in media studies, as well as identifying weaknesses, and applying the fundamentals of comprehensive educational quality management.	

