

Course description template: Media Discourse Analysis

1- Course Name
Media discourse analysis
2-codeThe course
MDA
3- Term/Year
2025-2026
4- Date this description was prepared
15/11/2025
5- Available forms of attendance
My presence
6- Total number of study hours
60
7- Name of the course coordinator
Dr. Saleh Majeed Ali Al-Khazraji
8- Course Objectives
<p>1-The student should know the basic language skills in listening, reading and speaking.</p> <p>2- The student should acquire the ability to understand, analyze, appreciate, and extract aesthetic and intellectual values from literary texts.</p> <p>3- The student should affirm cultural identity and national belonging by taking pride in the Arabic language as a vessel of thought, heritage and civilization.</p> <p>4- Developing critical and creative thinking skills for discourse.</p> <p>5- Using simple and easy Arabic language in speech via social media.</p> <p>6- The student possesses an effective rhetorical style in media discourse.</p>
9- Teaching and learning strategies
<p>1- Collaborative learning through teamwork in text analysis</p> <p>2- Active learning: Engaging learners in practical activities such as conducting interviews and dialogues with appropriate personalities.</p> <p>3- Brainstorming: To stimulate creative and critical thinking during discussions of social or literary topics</p> <p>4- Encouraging students to generate and analyze new ideas.</p>

5- Project-based learning: through the implementation of speech, language or literary projects such as preparing a literary magazine, research or producing special texts.

6- Using modern technologies: Employing interactive presentations, digital learning platforms, and videos to enhance text comprehension

10- Course structure

Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of discourse	Acquiring knowledge	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Discourse in modern studies	Acquiring knowledge	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media discourse	Acquiring knowledge	2	3
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Significance in media discourse	Acquiring knowledge	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The co-relationship of media discourse	Acquiring knowledge	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Eloquence of speech	Acquiring knowledge	2	6

tests	person				
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Rhetorical applications	Acquiring knowledge	2	7
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The difference between direct expression and indirect expression	Acquiring knowledge	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical application to media texts	Acquiring knowledge	2	9
Electronic, written, oral, and direct question tests		First Month Written Exam - First Semester	Written test	2	10
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Drawing upon other texts (the Holy Quran, poetry)	Acquiring knowledge	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Linguistic health	Acquiring knowledge	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general	Linguistic accuracy in news articles	Acquiring knowledge	2	13

	circumstances.				
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	rhetorical applications	Acquiring knowledge	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Terminology	Acquiring knowledge	2	15
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Style and stylistics in literary, journalistic, and cultural criticism of the proposed expression	Acquiring knowledge	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Style at the word level	Acquiring knowledge	2	17
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically,	Ease of use of the word	Acquiring knowledge	2	18

	depending on the general circumstances.				
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Non-dissonance of letters	Acquiring knowledge	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The meanings of indefinite and definite nouns, their usage, and their significance in style.	Acquiring knowledge	2	20
	My presence	Written exam	First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The advantage of the present tense in journalistic usage	Acquiring knowledge	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Attention, reflection, and writing	Acquiring knowledge	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Sentence-level style	Acquiring knowledge	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Application	Acquiring knowledge	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Emphasis	Acquiring knowledge	2	26
Electronic,	Delivering	Stylistic and semantic	Acquiring	2	27

11- Course Evaluation	
	<p>The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams. Editorial and reporting...etc.</p> <p>20 marks for the first semester)15My theory and5practical(20 (marks for the second semester)15My theory and5practical 60 degrees on theAFinal exam Annual effort grade 40</p>
12- Learning and teaching resources	

written, oral, and direct question tests	lectures and discussions in person	testing	knowledge		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Declarative sentences and interrogative sentences	Acquiring knowledge	2	28
Online test, editing, and questions	Delivering lectures and discussions in person	A comprehensive lecture covering all the vocabulary studied throughout the year.	A comprehensive review of the curriculum's vocabulary	2	29
		Written exam	Second Monthly Exam – Second Semester	2	30

	<p>University of Dhi Qar curriculum–Faculty of Media– Digital Media Department Ibn Aqil's commentary on Ibn Malik's Alfiyya Comprehensive Arabic Lessons by Al-Ghalalini Clear rhetoric by Ali al-Jarim</p>
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