

School			
Major		Bachelor of Communication Arts in Journalism	
Core Requirements			
Code	Title	Credits	Description
COMM205	Introduction to Western Civilization	3	Introduction to Western Civilization
COMM225	Workshop	3	Workshop
COMM320	Radio-TV Announcing	3	Radio-TV Announcing
COMM330	Media Planning & Audience Analysis	3	Media Planning & Audience Analysis
PREL300	Public Relations Principles & Concepts	3	Communicative, persuasive and social functions, focus on PR and Advertising messages, Strategies, creative planning, execution and social effects. Prerequisite(s): PREL 200.
COMM400	Media Management	3	The course offers the students the opportunity to get acquainted with the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students. The objective is to induce them towards a global comprehension of the media industry on the one hand, and on the other, towards an analysis of the media sphere as it presents itself today in their everyday lives, and of the various messages that it conveys.
GDES270	Design Software I	3	Design Software I
COMM300	Media Laws & Ethics	3	Survey of media law emphasizing regulations as it pertains to television, radio, and print press. News as a distinct form of mass communication, involving social functions and significant questions about facts, truth, knowledge, and values. Prerequisite(s): COMM 200
COMM310	Research Methods in Communication Arts	3	The course is aimed at teaching students how to conduct a research in communication arts, how to ask questions and find answers for them through systematic procedures from a Social Science perspective on Communication. By the end of this course students should become acquainted with setting a Hypothesis or a theory, setting the objectives of a research, how to conduct a library research to survey bibliography relevant to the research, become familiar with Quantitative and Qualitative Methods, their advantages and shortcomings, and how they complement each others, and finally how to write a research based on the data collected through research.
ADVR300	Advertising Theory & Practice	3	Basic understanding of advertising and the operation of its system. Emphasis on personal and professional development in the field of advertising. Examination and application of basic principles and techniques of advertising writing. Focus on advertising media, managers, strategies, creative planning execution and social effects. Prerequisite(s): COMM 200
COMM265	Performance Theory & Practice	3	Students will be introduced to performance theory and in its application along the social norms. Students will learn strategies that would enhance their work performance in a very competent way. Through this course students will be introduced to how to use the language appropriately to avoid biased words, phrases and actions. The course will introduce the students to stereotypes based on gender, race, ethnic group, age, sexual orientation, or disability. Prerequisite(s): COMM 200
COMM285	Theories of Perception	3	Theories of Perception

COMM220	Rhetoric & Persuasion	3	The following course will teach students how to write a speech, and perform public speaking. Through the course, the students will learn how to influence an audience through words, and the history of rhetoric through the ancient eyes of the Greeks and the Romans will be fully covered. Co-requisite(s): COMM 200
COMM200	Introduction to Communication Studies	3	This course introduces the students to the general idea of Communication theory and application. The course will involve multidimensional issues of student preparation to other courses in Communication, through this course the student will have the chance to figure out the field of study he/she wants to focus on. Prerequisite(s): ENGL 150
ARTS350	Photography	3	Introducing students to the use of photography as a helpful tool for Graphic & Interior Design, the use of the camera, angles, lenses, (hardware). Students will learn terms and theory, film developing, printing, enlarging, composition, and pictorial techniques as forms of visual communication along with the demonstration of historic houses, Ruins, aged / young people, natural views and contemporary applications, from black & white to colored photos.

Major Requirements			
Code	Title	Credits	Description
RTVF340	Script Writing	3	Students will gain a comprehension of the strategies used in documentary, feature story, voice over, dubbing, and various other writings for theater, TV & film. Including broadcast and news writing. Prerequisite(s): COMM 200
JORN495	Senior Study in Journalism	3	Students will have the chance to complete a project in journalism where they would strategically use to market themselves. Prerequisite(s): Senior Standing
JORN440	Reporting of Public Affairs	3	Problems of preparing in-depth, interpretative, and analytical reports on public affairs for mass media, governmental reporting, and contemporary issues.
JORN400	Newspaper & Magazine Writing & Production	3	Newspaper & Magazine Writing & Production
RATV435	Radio-TV News	3	This course intends to introduce students to the process of producing a news bulletin, starting with handling the news and editing it in a report, live voice over, still store, etc, to compiling these news in an organized and hierarchical order based on: audience analysis, priority of the event and its importance, the rhythm of the bulletin
JORN370	Arabic News Writing & Reporting	3	Students will be skilled in the coverage of news writing and reporting in Arabic and will gain an access to the determinants of news coverage. Prerequisite(s): COMM 200+ARAB 200
JORN375	Journalism Workshop	3	This workshop aims at improving the writing skills of the students. During each class, one or more students will present a news bulletin intended for training them to speak in public, work out their reflexes in constructing clear sentences and encourage them to follow-up the news, selecting out the important information. Furthermore, the students will practice their writing and reporting skills, starting with simple sentences and ending with elaborated articles.
JORN380	Web Journalism	3	The course informs the students on the production process of magazines and newspapers, highlighting the similarities between the two. It aims at providing them with general knowledge in this field, from the first elaboration of an article to the final stage of distribution. The course focuses on the various professions in the field of magazine and newspaper production, as well as on the tasks and responsibilities of all the personnel involved in this process. In order to further their understanding of the production process, students are asked to carry out a personal research by visiting one magazine or newspaper, then reporting and analyzing their findings.

RATV370	Writing for Radio and TV	3	The course introduces the students to the characteristics and rules for effective writing for radio and TV while focusing on writing for news, documentaries and talk shows. It teaches the students the best ways to write for the ear in the case of writing for radio while focusing on the two levels that characterize such writing: Voice Over and Natural Sound. As for writing for TV it gives guidelines on how to write for the eye and ear by using efficiently the four available levels: Picture, Voice Over, Natural Sound, Graphics.
JORN385	Citizen Journalism	3	Citizen Journalism
JORN200	News Writing & Reporting	3	News Writing & Reporting

### General Education Requirements

Code	Title	Credits	Description
ENGL251	Communication Skills	3	The objectives of this course are to improve students' writing skills for academic purposes by developing effective use of grammatical structures; analytical and critical reading skills; a sensitivity to rhetorical situation, style, and level of diction in academic reading and writing; and competence in using various methods of organization used in formal writing.
ENGL201	Composition and Research Skills	3	This course focuses on the development of writing skills appropriate to specific academic and professional purposes; the analysis and practice of various methods of organization and rhetorical patterns used in formal expository and persuasive writing; the refinement of critical reading strategies and library research techniques; and the completion of an academically acceptable library research paper. Prerequisites: ENGL150, ENGL151.
CULT200	Introduction to Arab - Islamic Civilization	3	The purpose of this course is to acquaint students with the history and achievements of the Islamic civilization. Themes will include patterns of the political and spiritual leadership; cultural, artistic, and intellectual accomplishments Prerequisites: ENGL051, ENGL101, ENGL151.
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer knowledge by providing an overview of the computer hardware and basic components as well as hands-on practice on common software applications such as Word, Excel, Power Point, Internet and Email. The student will learn how to use the new features of Microsoft Office 2010 mainly Word documents, Excel spreadsheets and PowerPoint presentations. On the surface, MS Office 2010 looks a lot different than previous versions (no more menus_ toolbars!), but by learning to understand the dramatically changed, Ribbon-based interface, you'll quickly get back on the road to productivity.
ARAB200	Arabic Language and Literature	3	This course is a comprehensive review of Arabic Grammar, Syntax, major literature and poetry styles, formal and business letters.