

Faculty of Media

Journalism Department

Collage Compulsory Courses (24) Credit Hours

(10021501) Introduction to Communication & Theories

This course provides an overview of the different fields of communication, including print, electronic journalism and multimedia. It also sheds lights on the communication process and conditions for successful communication. Different communication theories also presented.

(10021502) Media in Jordan

Historical development and current overview of media in Jordan. Media role in national development and cultural advancement.

(10023501) Research Methods in Communication

An introduction to basic research methodologies with special emphases in mass communication, public relations and advertising. Different research technique will presented such as survey, content analysis and focus groups.

(11023502) Digital Media

An introduction to the internet as a medium of communication. The course examining the ways in which all forms of media are converging in the digital realm. Emphasis will include writing and reporting for the internet and other multi-media platforms. Ethical aspects of the online experience will also be covered.

(10022501) Public Opinion

This course provides an overview the concept of public opinion, theories of public opinion, public opinion as a social and political force, public opinion pools and how they relate to media performance. The internet as a source of political opinion formation. Media role in public opinion development.

(10023503) Communication and Development

This course covers the basic concept of development, development theories and communication role in the development process. Case studies from the Arab World and other countries.

(10021503) Mass Communication & Society

This course provides students with an overview of the effect of media on culture and society. Examines the role the media play in creating the “global village”.

(10023401) Media Translations in English

This course focuses on modes and situations that relate to the translation of the print media. Processing and translation of advertisements, news reports, press releases, and promotional materials.

Journalism Compulsory Requirements (66) Credit Hours

(10021101) Principles of Journalism

This course introduces the historical development of journalism. Basic principles of journalism as it occur in a variety of media forms. Discusses a variety of legal and ethical journalistic concerns. Description of printed media characteristics features of printed journalism including electronic journalism.

(10021102) Introduction to Journalism Writing and Editing

This course covers writing and editing for printed journalism. Students learn the basics of writing for printed journalism including writing news, editing, reporting techniques, news stories and headlines writing. The course includes newsroom practices to develop writing and editing skills. Students are assigned topics and are expected to regularly write and edit news story and at least three news packages should present by the end of the semester.

(10011101) Introduction to Radio and Television

This course introduces the historical development of radio and television. Description of broadcasting characteristics, technical features and programming formats.

(10021504) Introduction to Public Relations and Advertising

Overview of public relations and advertising principles and techniques and the historical development of this concept. Current public relations problems, possible solutions. Role of public relations in the public and private sector institutions and independent institutions.

(10022301) News Writing

This course introduces the basic principles of news selection, editing criteria, writing news for newspapers and magazines. Gives students concentrated practices in the methods of writing, news editing principles. Practical writing and editing applications. Skills required in writing for newspapers.

(10022202) Editorial Writing

This course introduces the basic principles of writing article, editorials, columns, including analyzing arguments, generating ideas, researching supporting data, structuring the article and writing to meet deadlines.

(10022203) News Reporting

This course introduces the basic principles of gathering and writing articles for print media, including interviewing news sources, using conventional and online news sources.

(10022204) Features Writing

This course introduces how to plan, write and edit news features, personality profiles, issues-oriented articles and human impact stories for the print media. Emphasizes narrative, descriptive, analytic and storytelling skills.

(10023201) Press Interviews

This course introduces the various techniques in interviewing for printed media. Focuses on different formats of interviewing.

(100246010) Journalism for Specialize Topics

This course discusses how print journalism covers issues such as women, children, minorities, economic and sports. Each semester instructor will chose one topic for discussion.

(10024602) Investigative Reporting

This course introduces investigative reporting as a journalism format. Principle of the investigative report. Ethical considerations of investigative reporting. Gathering information and preparing investigative report. Practical applications.

(10022401) Photojournalism

This course introduces students to conventional and digital photography. Application in media work. Photography as a journalistic practice. The camera and its components. Internet as a source of digital pictures. Practical applications.

(10023301) Layout and Design

This course introduces students to layout and design principles and processes in newspapers, magazines and other publications. Use of desktop publishing software including Photoshop and illustrator. Practical applications.

(10024601) Specialize News Coverage

This course provides techniques of print media coverage from planning and writing to printing. Topics of study include elements of various forms of newspapers writing, editing, reporting, interviewing and story planning and coverage. Practical applications.

(10024602) Journalism Applications

This course provides students with practical training in advanced principles and practices in news gathering and reporting. Instruction in theoretical principles that differentiate printed journalism from other media, ethical aspects of news coverage. Practical applications.

(10023501) Media Law and Legislations

This course aims to introduce students to the general framework of media laws and legislations. Libel, privacy, news-gathering, journalist's rights and defenses against libel suits will be discussed. Issues of international topics are covered together with media law cases.

(10023502) Media Ethics

This course introduces students to the general framework of media ethics and legislations, especially those related to print and electronic media. It also aims to analyze codes of ethics in different countries.

(10024501) Printed Journalism Organization and Management

An overview of management theories and practices as applied to media organizations. Modern mass media management including perspectives on functions, organization, administration, policies, practices and career development.

(10023503) International Public Relations

This course helps student to develop the skills necessary to plan and implement international public relations programs, taking into account social, economic, political, legal and cultural factors.

(10024603) Journalism Internship

An eight –week supervised internship that enables students to obtain professional experiences at newspapers and electronic journalism organization.

(10024604) Journalism Graduation Project

Students produce a newspaper/magazine under the supervision of instructor. Students select format and topics. Student project is reviewed by a faculty committee for evaluation.

Collage Elective Courses (6) Credit Hours

(10022503) Media in the Arab Countries

This course provides overview of the main issues and practices of the media outlets in the Arab Countries. The course tackles several factors that affect media including political, social and cultural influences on Arab media.

(10022504) Global Media Systems

Comparative study of global communications system and theories in national and international development and trans-boarder information flows in the age of globalization.

(10022505) Media Sociology

This course provides an overview of the concept and process of mass media as social institutions, mass culture and mass society. Study of media organizations and mass communication interactions with various sectors of society. Impact and effect of mass media on society and effect of society on mass media processes and operations.

(10022336) Intercultural & International Communication

Influence of culture on communication process. Focus on the impact of values, beliefs and perspectives on intercultural interaction. Issues to be discussed are: trans-boarder information flows in the age of globalization, local culture and national identities and media role in safeguarding indigenous cultures.

Collage Supportive Courses (9) Credit Hours

(10022702) Arabic language skills for media

Basics of the Arabic language as a way to express the right, and the importance of the language as a means of communication and to gain access to good scientific writing and reporting skills.

(10022703) English language skills for media

Basics of the English language as a way to express the right, and the importance of the language as a means of communication and to gain access to good scientific writing and reporting skills.

(10023701) Publications Editing and Design

Principles of, and laboratory practices in, copyediting, proofreading, headline writing, scaling and cropping photographs, and layout and design.