

# Faculty of Media

## Radio and Television 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.

#### **(1102 3502) 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.

## **Radio and Television Compulsory Requirements (66) Credit Hours**

### **(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.

### **(10011102) Technical skills for Radio and Television**

This course introduces students to radio and television studios. This course covers number of practical applications in the following areas: imaging television, sound recording and processing, editing and the use of digital effects, lighting, and decorative design.

### **(10012101) Introduction to Radio & TV Writing**

This course covers writing for Broadcast Journalism. Students learn the basics of writing for radio and television including writing news, editing, reporting techniques, news stories and script writing. The course includes newsroom practices to develop listening, reading, writing and editing skills. Basic principles of broadcast journalism as it occur in radio and TV. Students are assigned beats and topics and are expected to regularly create scripts and at least three news packages by the end of the semester.

### **(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.

### **(10013401) Radio and Television Voice Coaching**

This course devoted to the presentation of Radio and television programs, particularly when “on camera or on front of microphone”. The prime focus of the course is to develop an awareness of how skeletal-muscular-respiratory organization can inhibit or promote vocal tone resonance and articulation, and to provide the physical experiences necessary to promote improvement in posture and breathing.

### **(10012301) Digital Camera Production and Video Editing**

Intensive field training on how to use digital video cameras and how to master the basic operation of video editing equipment. Students will learn the basic of camera shooting, framing, lightening, editing stories and production. Students will practice shooting on different field and studio camera. Students will also learn lightening techniques for the field and studio.

### **(10012302) Radio Directing**

This course introduces students to the process of radio program directing. Directing techniques in pre-recorded and live programs. Practical applications in the studio.

### **(10012303) Television Directing**

This course introduces students to the process of television program directing. Directing techniques in pre-recorded and live programs. Camera shots moves and angles. Control management. Handling audio and lighting matters. Practical applications in the studio.

### **(10012102) Radio News Writing**

This course provides students with intensive writing techniques for radio. Radio news story, news lead and headlines. The radio newscasts and newsroom. Practical applications in the studio.

### **(10012103) Television News Writing**

This course provides students with intensive, real-world exposure to the production of television field news reports. Students will be involved in all aspects of creating weekly news program, including reporting, executive producing, studio camera work, directing, writing and anchoring. Each student will produce a bi-weekly three minute report.

### **(10013201) Radio Programs Preparation and Production**

This course provides students with practical training in basic radio programs production. Different program formats and contents, production techniques, live or pre-recorded studio and outdoor radio programs and program production steps. Practical applications in and outside the studio.

### **(10013202) Television Programs Scriptwriting and Production**

This course provides students with practical training in basic television scriptwriting and story production. Instruction in theoretical principles that differentiate television from print journalism, ethical aspects of picture use and editing. Practical applications in and outside the studio.

### **(10014501) Current Issues in Radio and Television**

Overview of major issues in radio and television and how they impact audiences and society. Each semester, instructors will select special topics for the course. Students are required to do research papers and presentations or produce practical works in radio and television.

### **(10014401) Specialize Media for Radio and Television**

This course provides techniques of radio and television production and presentation from planning and writing to directing and producing. Topics of study include elements of various forms of radio and television writing, production, design, lighting, graphics and programs planning and production.

### **(10014601) Documentary Film**

A study of the non-fiction film. Its international history, theoretical approaches to its structure and effects, and current issues in documentary production. Practical applications in and outside the studio.

### **(10014403) Radio and Television Organization and Management**

An overview of modern mass media management including perspectives on functions, organization, administration, policies, practices and career development.

### **(10023502) Media Ethics**

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

### **(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.

### **(10014602) Broadcast Internship**

An eight –week supervised internship that enables students to obtain professional experiences at radio/television organization.

### **(10014603) Broadcast Graduation Project**

Students produce a broadcast program under the supervision of instructor. Students select a program format and topic and work in teams using radio and television studio facilities. 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.