



Course Specification of English for Media & Journalism

I. Course Identification and General Information:						
1	Course Title:	English for Media & Journalism				
2	Course Number & Code:	DR 55				
3	Credit hours:	C.H				Total
		Theoretical	Practical	Training	Seminar	
		3			3	
4	Study level/ semester at which this course is offered:	3 rd Level / 5 th Semester				
5	Pre –requisite (if any):	All Writing Courses				
6	Co –requisite (if any):	ESP; Technical Writing				
7	Program (s) in which the course is offered:	BA in English Studies				
8	Language of teaching the course:	English				
9	Location of teaching the course:	Department of English-Faculty of Languages				
10	Prepared by:	Abdulhameed Ashujaa				
11	Date of approval:					
II. Course description:						
The aim of this course is to introduce students to the techniques of writing for the media and to increase their specialized vocabulary in that field. It equips students with the linguistic tools necessary for them to develop professional skills that would help them get jobs in the media community. It will also introduce them to the language of media: abbreviations, agencies, terms and headlines.						
III. Intended learning outcomes (ILOs) of the course:						
(A) Knowledge and Understanding:						
Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Knowledge and Understanding.						
Program Intended Learning Outcomes (Sub- PILOs) in: Knowledge and Understanding		Course Intended Learning Outcomes (CILOs) in: Knowledge and Understanding				
After completing this program, students will be able to:		After completing this course, students will be able to:				
A5-	Demonstrate an informed understanding of the social, pragmatic and functional uses of language in various contexts in society.	a1-	Show an understanding of basic principles of writing for the media.			

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A6-	Demonstrate a sound knowledge of contemporary approaches to the study of language, its literature, culture and teaching.	a2-	Demonstrate knowledge of the special characteristics of media and journalistic writing in English.
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Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment of Learning Outcomes of Knowledge and Understanding to Teaching and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in Knowledge and Understanding		Teaching strategies/methods to be used	Methods of assessment
completing this course, students will be able to:			
a1-	Show an understanding of basic principles of writing for the media.	<ul style="list-style-type: none"> ▪ Interactive lectures and presentations ▪ Discussions of reading Materials ▪ Describing texts 	<ul style="list-style-type: none"> ▪ Examinations (mid-term and final) ▪ Attendance and active participation ▪ Short oral/written quizzes ▪ Written assignments
a2-	Demonstrate knowledge of the special characteristics of media and journalistic writing in English.		

(B) Intellectual Skills:

Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Intellectual skills

Program Intended Learning Outcomes (Sub- PILOs) in Intellectual skills		Course Intended Learning Outcomes (CILOs) of Intellectual Skills
After completing this program, students will be able to:		After completing this course, students will be able to:
B1-	Critically examine and evaluate evidence in relation to communication and language use in a variety of modes, genres and contexts, in different literary and non-literary texts.	b1- Analyze English media texts to be familiar with their features and discuss current affairs and professional matters in English.

Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment of Learning Outcomes of Intellectual Skills to Teaching Methods and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in Intellectual Skills.		Teaching strategies/methods to be used	Methods of assessment
After completing this course, students will be able to:			
b1-	Analyze English media texts to be familiar with their features and discuss current affairs and professional matters in English.	<ul style="list-style-type: none"> ▪ Interactive Lectures ▪ Class discussion ▪ In-class collaborative tasks ▪ Presentations ▪ Pair and Group work activities ▪ Problem solving 	<ul style="list-style-type: none"> ▪ Examinations (mid-term and final) ▪ Attendance and active participation ▪ Short oral/written quizzes ▪ Written assignments

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		activities				
(C) Professional and Practical Skills:						
Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: Professional and Practical Skills						
Program Intended Learning Outcomes (Sub- PILOs) in Professional and Practical Skills			Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills			
After completing this program, students will be able to:			After completing this course, students will be able to:			
C5-	Successfully utilize strategies to interpret, analyze and critically examine diverse forms of discourse including literary, journalistic, historical and other non-literary texts		c1-	Employ strategies of analyzing short media texts to highlight their features and write similar ones.		
			c2-	Use professional vocabulary to express their views regarding current affairs, using various media.		
Teaching and Assessment Methods for Achieving Learning Outcomes:						
Alignment of Learning Outcomes of Professional and Practical Skills to Teaching and Assessment Methods:						
Course Intended Learning Outcomes (CILOs) in Professional and Practical Skills		Teaching strategies/methods to be used		Methods of assessment		
After completing this course, students will be able to:						
c1-	Employ strategies of analyzing short media texts to highlight their features and write similar ones.		<ul style="list-style-type: none"> - Interactive Lectures - Class discussion - In-class collaborative tasks - Presentations - Pair and Group work activities - Problem solving activities 		<ul style="list-style-type: none"> - Examinations (mid-term and final) - Attendance and active participation - Short oral/written quizzes - Written assignments 	
c2-	Use professional vocabulary to express their views regarding current affairs, using various media.					

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(D) General / Transferable Skills:

Alignment of Course Intended Learning Outcomes (CILOs) to Program Intended Learning Outcomes (PILOs) in: General and Transferable skills

Program Intended Learning Outcomes (PILOs) in General / Transferable skills		Course Intended Learning Outcomes (CILOs) in General / Transferable skills	
After completing this program, students will be able to:		After completing this course, students will be able to:	
D3-	Utilize Information Communication Technologies (ICTs) to enhance their critical and analytical skills in English language and literature as well as in life-related projects.	d1-	Use IT tools to access and use media sources to produce professional texts related to local and international affairs, using various media.
D6	Communicate proficiently and fluently in English in different academic, professional and social settings.	d2	Make use of skills and knowledge learned during the course to communicate orally and in writing in media contexts.

Teaching and Assessment Methods for Achieving Learning Outcomes:

Alignment of Learning Outcomes of General and Transferable skills to Teaching and Assessment Methods:

Course Intended Learning Outcomes (CILOs) in General and Transferable Skills		Teaching strategies/methods to be used	Methods of assessment
After completing this course, students will be able to:		Interactive Lectures - Class discussion - In-class collaborative tasks - Presentations - Pair and Group work activities - Problem solving activities	Examinations (mid-term and final) - Attendance and active participation - Short oral/written quizzes - Written assignments - Presentations - group mini-projects
d1-	Use IT tools to access and use media sources to produce professional texts related to local and international affairs, using various media.		
d2-	Make use of skills and knowledge learned during the course to communicate orally and in writing in media contexts.		

IV. Course Content:

1 – Course Topics/Items:

a – Theoretical Aspect

Nr	Topic List / Units	CILOs (symbols)	Sub-topic List	Number of weeks	Contact hours
1	Introduction	a1; a2	Aims of the course; What is media and journalism? Features and characteristics; principles of writing for the media	1	3

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2	Newspapers	a1; a2; b1	Writing headlines; analyzing newspaper articles; practicing interview skills; planning and writing a newspaper article	2	6
3	Radio	a1; a2; b1; c1	Understanding the language of radio presenters; understanding the production process; planning a news list; giving post-production feedback	1	3
4	Magazines	a1; a2; b1; c1	Composing magazine covers; planning the contents of a magazine; giving instructions for a photo shoot; planning and writing a true-life story	2	6
5	Television	a1; a2; b1; c1	Understating the pre-production process; organizing a filming schedule; filming on location; editing a TV documentary	1	3
6	New Media	a1; a2; b1; c1; d1;d2	Briefing a website designer; analyzing problems and providing solutions; planning and writing a blog; creating a podcast	2	6
7	Advertising	a1; a2; b1; c1; d1;d2	Selling your services to a potential client; creating a print advert; creating a screen advert; presenting a finished advert	2	6
8	Marketing	a1; a2; b1; c1; d1;d2	Analyzing market trends and taking actions; setting up a marketing commination strategy; organizing the re-launch of a product; evaluating the success of a re-launch	1	3
9	Presentations	a1; a2; b1; c1; d1;d2	Students' group presentations on selected topics	2	6
Number of Weeks /and Units Per Semester				14	42

b- Training Aspect:

Order	Training Tasks	CILOs (symbols)	Number of weeks	Contact hours
1				
2				
Number of Weeks /and Units Per Semester				

V. Teaching strategies of the course:

Interactive Lectures; Class discussion; In-class collaborative tasks; Presentations; Pair and Group work activities; Problem solving activities

3-Assessment Methods:

Examinations (mid-term and final); Attendance and active participation; Short oral/written quizzes; Written assignments; Presentations; group mini-projects

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VI. Assignments:				
No	Assignments	Aligned CILOs (symbols)	Week Due	Mark
1	Taking the rules of writing headlines into consideration paraphrase 5 news headlines,	a1; a2	4	2
2	Based on features of writing for the media, write a short news material	a1; a2; b1; c1	7	3
3	Based on magazine style of writing, write a short true-life story	a1; a2; b1; c1; d1;d2	9	2
4	Transcribe a short TV documentary	a1; a2; b1; c1; d1;d2	11	2
5	Based on an internet search of blogs, write a short report on the most popular types of blogs and bloggers.	a1; a2; b1; c1; d1;d2	12	2
6	Prepare a presentation on creating a print advert and a screen advert	a1; a2; b1; c1; d1;d2	14&15	4
Total				15

VII. Schedule of Assessment Tasks for Students During the Semester:					
No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes (CILOs symbols)
1	Quiz	5	5	5%	a1; a2; b1
2	Assignments & Presentations	2-15	15	15%	a1; a2; b1; c1; d1;d2
3	Mid-semester exam	8	20	20%	a1; a2; b1; c1
4	Final Exam	16	60	60%	a1; a2; b1; c1
Total			100	100%	

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VIII. Learning Resource (MLA style or APA style)s:

1- Required Textbook(s) (maximum two)

- Ceramella N. & Lee E.(2008). *Cambridge English for the Media*. Cambridge: UK
- Waldnerová, J. (2016). *English for Journalists*. Constantine University: Slovakia.

2- Recommended Readings and Reference Materials

- 1- Evans, H. (2000). *Essential English for Journalists, Editors and Writers*. Pimlico: UK.

3- Essential References

- Hicks, W. (2007). *English for Journalists*. Routledge: London
-

4- Electronic Materials and Web Sites etc.

- http://www.bbc.co.uk/worldservice/learningenglish/specials/2009/03/090316_specials_cojo.shtml
- <http://www.onestopenglish.com/esp/>
- <http://www.britishcouncil.org/professionals-specialisms-journalism-intro.htm>
- <http://www.slideshare.net/RockyS11/english-for-journalistsdoc>
- <https://www.angiegensler.com/what-is-a-blog>
- <https://www.angiegensler.com/how-to-start-a-blog/>

5- Other Learning Material:

- Various media materials will be provide to students to get exposed to a variety of oral and written media texts.

IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))

1	Class Attendance: Class Attendance is mandatory. A student is considered absent and shall be banned from taking the final exam if his/her absence exceeds 25% of total classes.
2	Tardiness: A student will be considered late if he/she is not in class after 10 minutes of the start time of class.
3	Exam Attendance/Punctuality: No student shall be allowed to the exam hall after 30 minutes of the start time, and shall not leave the hall before half of the exam time has passed.
4	Assignments & Projects: Assignments and projects must be submitted on time. Students who delay their assignments or projects shall lose the allocated mark.
5	Cheating: Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.
6	Forgery and Impersonation: Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the Uniform Students' Bylaw (2007)

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	shall apply.
7	Other policies: The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.

اللجنة الإشرافية:			
م	الاسم	الصفة الوظيفية	التوقيع
١	د/ عباس مطهر	نائب العميد للدراسات العليا	
٢	أ.م.د/ أحمد مجاهد	نائب عميد مركز التطوير وضمان الجودة	
٣	أ.د/ إبراهيم المطاع	نائب رئيس الجامعة للشؤون الأكاديمية	

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Course Plan of English for Media and Journalism

I. - Information about Faculty Member Responsible for the Course:

Name of Faculty Member	Abdulhameed Ashujaa	Office Hours					
Location & Telephone No.	777330104	SAT	SUN	MON	TUE	WED	THU
E-mail	ashujaa2@gmail.com		2		2		

II. Course Identification and General Information:

1-	Course Title:	<i>English for Media & Journalism</i>				
2-	Course Number & Code:	DR 55				
3-	Credit hours:	C.H				Total
		Th.	Seminar	Pr.	F. Tr.	
		3	-	-		3
4-	Study level/year at which this course is offered:	3 rd Level / 5 th Semester				
5-	Pre –requisite (if any):	All Writing Courses				
6-	Co –requisite (if any):	ESP; Technical Writing				
7-	Program (s) in which the course is offered	BA in English Studies				
8-	Language of teaching the course:	English				
9-	System of Study:	Regular				
10-	Mode of delivery:	Interactive Lectures				
11-	Location of teaching the course:	Department of English-Faculty of Languages				

III. Course Description:

The aim of this course is to introduce students to the techniques of writing for the media and to increase their specialized vocabulary in that field. It equips students with the linguistic tools necessary for them to develop professional skills that would help them get jobs in the media community. It will also introduce them to the language of media: abbreviations, agencies, terms and headlines.

IV. Intended learning outcomes (ILOs) of the course:

After completing this course, students will be able to:

1. Show an understanding of basic principles of writing for the media.
2. Demonstrate knowledge of the special characteristics of media and journalistic writing in English.
3. Analyze English media texts to be familiar with their features and discuss current affairs and professional matters in English.
4. Employ strategies of analyzing short media texts to highlight their features and write similar ones.
5. Use professional vocabulary to express their views regarding current affairs, using various media.
6. Use IT tools to access and use media sources to produce professional texts related to local

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and international affairs, using various media.

7. Make use of skills and knowledge learned during the course to communicate orally and in writing in media contexts.

V. Course Content:

A – Theoretical Aspect:

No	Topics List	Week Due	Contact Hours
1	Introduction: Aims of the course; What is media and journalism? Features and characteristics; principles of writing for the media	1 st	3
2	Newspapers (1); Writing headlines; analyzing newspaper articles	2 nd	3
3	Newspapers (2): Practicing interview skills; planning and writing a newspaper article	3 rd	3
4	Radio: Understanding the language of radio presenters; understanding the production process; Planning a news list; giving post-production feedback	4 th	3
5	Magazines (1): Composing magazine covers; planning the contents of a magazine	5 th	3
6	Magazines (2): Giving instructions for a photo shoot; planning and writing a true-life story	6 th	3
7	Television: Understating the pre-production process; organizing a filming schedule; filming on location; editing a TV documentary	7 th	3
8	Mid-Term Exam	8th	3
9	New Media (1): Briefing a website designer; analyzing problems and providing solutions	9 th	3
10	New Media (2): Planning and writing a blog; creating a podcast	10 th	3
11	Advertising (1): Selling your services to a potential client; creating a print advert creating a screen advert; presenting a finished advert	11 th	3
12	Advertising (2): Creating a screen advert; presenting a finished advert	12 th	3
13	Marketing: Analyzing market trends and taking actions; setting up a marketing commination strategy; organizing the re-launch of a product; evaluating the success of a re-launch	13 th	3
14	Students' group presentations	14 th	3
15	Students' group presentations	15 th	3
16	Final Exam	16th	3
Number of Weeks /and Units Per Semester		16	48

b- Training Aspect:

Order	Training Tasks	Week Due	Contact hours
1			

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2			
Number of Weeks /and Units Per Semester			

VI. Teaching strategies of the course:

Interactive Lectures; Class discussion; In-class collaborative tasks; Presentations; Pair and Group work activities; Problem solving activities

VII. Assessment Methods:

Examinations (mid-term and final); Attendance and active participation; Short oral/written quizzes; Written assignments; Presentations; group mini-projects

No.	Type of Assessment Tasks	Week Due	Mark	Proportion of Final Assessment
1	Quiz	5	5	5%
2	Assignments & Presentations	2-15	15	15%
3	Mid-semester exam	8	20	20%
4	Final Exam	16	60	60%
Total			100	100%

Tasks and Assignments

No.	Tasks and Assignments	Week Due	Mark
1	Taking the rules of writing headlines into consideration paraphrase 5 news headlines,	4	2
2	Based on features of writing for the media, write a short news material	7	3
3	Based on magazine style of writing, write a short true-life story	9	2
4	Transcribe a short TV documentary	11	2
5	Based on an internet search of blogs, write a short report on the most popular types of blogs and bloggers.	12	2
6	Prepare a presentation on creating a print advert and a screen advert	14&15	4
Total			15

VIII. Learning Resource (MLA style or APA style):

1- Required Textbook(s) (maximum two)

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	- Hicks, W. (2007). <i>English for Journalists</i> . Routledge: London -
4- Electronic Materials and Web Sites etc.	
	- http://www.bbc.co.uk/worldservice/learningenglish/specials/2009/03/090316_specials_cojo.shtml - http://www.onestopenglish.com/esp/ - http://www.britishcouncil.org/professionals-specialisms-journalism-intro.htm - http://www.slideshare.net/RockyS11/english-for-journalistsdoc - https://www.angiegensler.com/what-is-a-blog - https://www.angiegensler.com/how-to-start-a-blog/
5- Other Learning Material:	
	- Various media materials will be provide to students to get exposed to a variety of oral and written media texts.
IX. IX. Course Policies: (Based on the Uniform Students' Bylaw (2007))	
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5	Cheating: Cheating is an act of fraud that results in the cancelation of the student's exam or assignment. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.
6	Forgery and Impersonation: Forgery/Impersonation is an act of fraud that results in the cancelation of the student's exam, assignment or project. If it takes place in a final exam, the Uniform Students' Bylaw (2007) shall apply.
7	Other policies: The University official regulations in force will be strictly observed and students shall comply with all rules and regulations of the examination set by the Department, Faculty and University Administration.



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