Course description template

This course description provides a concise summary of the course's key features and expected learning outcomes, demonstrating whether students have made the most of the available learning opportunities. It is essential to link this description with the course description.

The program.;

1. Educational institution	Warith Al-Anbiya University - College of Media
2. Scientific Department / Center	Digital Media Department
3. Course Name/Code	Digital Media Literacy
4. Available forms of attendance	mandatory
5. Name of the course instructor	M.M. Sarah Mohammed Kazem
6. Term/Year	annual
7. Total number of study hours	Three hours per week – two practical and one theoretical
8. Date this description was prepared	23/12/2026

9. Course Objectives
The student should learn about the concept of digital media literacy and its communicative importance to society and human civilization.
The student should study the concept of citizenship and the importance of spreading a culture of digital citizenship.
The student should learn about the origins and development of the concept of citizen journalism in the digital communication environment.
The student should become familiar with the concepts related to stereotypes and stereotyping.
The student should explain newsroom management and the difference between data and information.
The student should understand the mechanisms of digital marketing, especially in the sports field.
The student should be able to explain framing theory.

The student should be able to expand their understanding of the scientific and practical applications of internet browsing.
The student should be able to present arguments and debates in a structured, scientific manner.

10. Course outcomes, teaching and learning methods, and assessment
A- Cognitive objectives A1- Defines the concept of digital media literacy. A2- Recognizes digital citizenship. A3- Identifies the main functions of a citizen journalist. A4- Recognizes how stereotypes are formed. A5- Identifies the most important digital marketing mechanisms. A6- Understanding the difference between data and information
B - The skills-related objectives of the course. B1 - Acquiring experiences and skills through studying previous experiences. B2 - Identifying the most important elements of the course. B3 - The student acquires practical and scientific skills that help him perform his duties as required. B4 - Relying on what was studied in the application through browsing the internet.
Teaching and learning methods
1- The scientific lecture method 2- The discussion method involves directing questions to the students and their participation in the lecture.
Assessment methods
Daily oral test The test is short ## Monthly test ## Final exam
C- Affective and value-based objectives A1- Demonstrate professional responsibility at work by drawing on past historical experiences. A2- Demonstrate the ability to think critically and constructively, and to solve problems by relying on and learning from past experiences. A3- Demonstrate the ability to work effectively in groups and to cooperate collaboratively. ## C4- The ability to manage time optimally
D - General and transferable skills (other skills related to employability and personal development). 1. The student will be able to become a successful digital media professional. 2. The ability to learn independently. 3. To possess realistic experiences with perceptual perceptions. 4. To develop reporting skills.

11. Course Structure

Week	Hours	outputs Required learning	Unit name / or the topic	Teaching method	Evaluation Method
1	2	To learn Student Concept Education Media Digital	The concept of education Digital media	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
2	2	To recognize The student on Citizenship Digital	Digital citizenship	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
3	2	The student should understand The concept of citizenship journalist	Citizen Journalist	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
4	2	The student should explain Image mechanisms stereotype and stereotyping	Image properties stereotype	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
5	2	To explain Student Differences Among the data Information	Main functions For newsrooms	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
6	2	The student should be aware Marketing mechanisms digital in particular In the field The athlete	Main tasks For digital marketing	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
7	2	The student should explain Origin and development Framing theory	Framing theory	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
8	2	To recognize The student from Expanding his understanding	browsing the internet	Giving lectures The discussion was in person.	Test Editorial oral And the questions

					Live
		About the apps Scientific and practical About browsing on the internet			
9	2	To realize The argumentative student And the debate In a scientific way organized	Debate and argument	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
10	2	The student should explain How to create account Flickr	Create an account Flickr	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
11	2	to see student speech Sectarian, letter hatred	Media discourse	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
12	2	To explain Student Entrance Towards integration The media in Newsrooms Modern	Media integration digital	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
13	2	To explain Student's origin Publishing evolved electronic	Electronic publishing	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
14	2	To realize student pressures Political on Digital media	Political pressures	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
15	2	First semester exam			Test Editorial oral

					And the questions Live
16	2	To show student Applications Modern in Digital media	Digital applications Modern	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
17	2	To know The student humanized Media	Humanizing the media	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
18	2	To explain Student Verification From statements Characters public	Sources for verifying information Information	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
19	2	To show student Practical applications To create text contemplative	Content creation media	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
20	2	To explain Student Creation blog	blogs	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
21	2	To realize student Entrances Theory for ideology Media	Media ideology	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
22	2	To show student Critical analysis For the picture journalist	Image critique and analysis journalist	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
23	2	To explain Applications The process in Material manufacturing Media	Media production	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
24	2	To recognize	critical thinking skills	Giving lectures	Test

		The student on skills critical thinking		The discussion was in person.	Editorial oral And the questions Live
25	2	To realize student Practical applications In writing Scenario for production Documentary program	screenwriting	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
26	2	To explain student Practical applications In editing the pictures	Image editing journalist	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
27	2	To show Student propaganda Political	Persuasion techniques in political propaganda	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
28	2	To understand Propaganda techniques Political	political propaganda	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
29	2	To explain Analytical skills speech media digital	Media discourse digital	Giving lectures The discussion was in person.	Test Editorial oral And the questions Live
30	2		Second month exam		Test Editorial oral And the questions Live

12. Infrastructure	
1. Required textbooks	nothing
2. Main References (Sources)	Media Literacy, Fahd bin Abdul Rahman Al-Shammari; Alternative Media Blogs, Muhammad Abdul Hamid New Media: Concepts, Tools, and Applications, Abbas Mustafa Sadiq; Studies in Electronic Media, Abdul Amir Al-Faisal

	Media integration in the news industry, Fatima Al-Zahraa Abdel Fattah
a) Recommended books and references (scientific journals, reports, etc.)	Media Literacy in the Digital Age: The Search for Digital Identity, Ali Asaad, Arab Childhood Magazine, Issue79, 2011. Competencies of the Digital Media Education Curriculum from the Perspective of Iraqi University Professors, Sahar Khalifa, Al-Bahith Al-I'lami Magazine, Issue 40, 2018.
B. Electronic references, websites ….	https://e3arabi.com/%D8%A7%D9%84%D8 https://www.ammonnews.net/article/51304 3

13. Curriculum Development Plan: Keeping pace with scientific advancements and utilizing modern teaching methods. The media's role is to identify weaknesses and apply the fundamental principles of Total Quality Management.