

DEPARTMENT OF MEDIA STUDIES

Course Descriptions

COM 201 Introduction to Media Studies	Contact Hours 3	Credit Hours 3
Prerequisite:		

This is a course that ushers students into the discipline of media studies and gives them a concise and appreciable understanding of the concept of Mass media and its position and role in the society. The course is packaged on a global scale with a view to positioning the students on a pedestal that would make them at par with any entrant into the field of media studies anywhere in the world. Every attempt is made to balance the print and electronic as well as new media dimensions of the discipline.

COM 203 Omani Media	Contact Hours 3	Credit Hours 3
Prerequisite:		

This course is designed to introduce Omani media and its development throughout its first stage. The involvement of Omani media in the GCC, and its accomplishment in creating an opening window to the youth in the creative culture. The concept of Omani media is to create an Omani identification. The course clarifies to the student the structure and composition of the Omani media and its up coming plans.

COM 250 Mass Communication & Society	Contact Hours 3	Credit Hours 3
Prerequisite:		

This course is designed to provide students with a broad framework for understanding the complex interconnectivity between the media and the society. It is further designed to provide students with a broader view of the key issues relating to the study of the media as an important institution of a modern society. It considers the social organization, social impact and social meaning of the media of mass communication. It is also designed to simplify the relationship between media and society as well as to equip students with the intellectual tools to be critically aware of the roles and influences of the mass media in the society. The course examines the concept of sociology and its relationship to mass media. It point out the role of the media and its influence on the society as an agent of social change. This course also equally looks at the economic and political influence on the mass media

COM 255 Introduction to News Writing and Reporting	Contact Hours 3	Credit Hours 3
Prerequisite: ENGL 105 English Composition II		

This course teaches students the fundamentals of reporting and writing news. Students also learn the different philosophy, culture and ethical standards in news writing and reporting. Excellent writing and reporting skills is a requirement for any student aspiring to pursue a career in

communication. This course is therefore all about learning by doing, students are required to cover and write real stories. Students are graded largely on written news articles.

COM 300 Introduction to Research in Communication	Contact Hours 3	Credit Hours 3
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Prerequisite:

Introduction to Research in communication teaches students the basic principles of communication Research and how these principles can be applied. It also acquaints students with the basic communication research approaches in journalism and mass communication, Advertising, Broadcasting and Public Relations.

A&D 222 Introduction to Photography	Contact Hours 3	Credit Hours 3
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Prerequisite:

This course gives students a practical learning experience and the opportunity to develop their aesthetic and technical skills. Through this course students are trained to develop portfolios while exploring their creative potential and learning the basics of digital photography and imaging techniques including but not limited to colour correction, retouching and composition.

COM 403 Media Ethics	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 201 Intro. To Media Studies & COM 250 Masscom and Society

The media plays a significant role in informing citizens about issues, and enabling them to communicate and connect with one another hence making the media a powerful institution and channel of communication. However, this power can raise difficult and serious ethical issues that can have serious repercussions for society or individuals. This course examines some of these issues which includes and not limited to; what should and shouldn't be reported in the news? How should the media balance individual's right to privacy against the public's right to know? Does the media have an obligation to fight social injustice? This course further teaches students to better appreciate the observance and practice of proper ethical codes required in the field of media.

COM 490 Internship	Contact Hours 5	Credit Hours 5
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Prerequisite:

This is an experiential and supervised training in one of the areas of specialization in the Media studies department. Under this program, students are attached to work in an organization under supervision and are required to devote to the internship the number of hours per week which the organization supervisor and academic coordinator have established. Students spend a minimum of five hours per week at the place of internship and are evaluated by the organization supervisor and the academic coordinator.

COM 202 Media Technology/Electronic Media	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 201 Introduction to Media Studies

This course aims to study origin, development, nature and function of radio and television in America/Arab world and Oman. It also covers Radio and Television programming, Internet TV, Online radio and Social Media TV. By the end of this course students should be able to better understand the history of broadcast and online media and. They are also supposed to express the ability to analyze the basic influence of broadcast and online media through the years and to predict the future of electronic media by studying the past, present and future developments.

COM 305 News Editing	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 255 Introduction to News Writing and Reporting

This is a practical skills based course that introduces students to professional editing. Students get hands on skills on editing for professional writing. Also in the course students get to appreciate the role played by an editor. Students are also exposed to the editorial ethics and legal issues in professional writing. Topics covered include but not limited to issues of accuracy, completeness, fairness, balance and sensitive issues. The focus then will shift to micro editing i.e. editing with precision. Grammar, punctuation, word usage, style and trimming stories will be discussed. Students will be expected to do all assigned reading and participate in class discussions.

COM 306 Advanced News Writing and Reporting	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 255 News Writing and Reporting

This is an advanced course specifically designed for students who want to become professional Journalists. Students are required to have taken Introduction to News writing and Reporting before taking this course. This course examines the various kinds of advanced reporting and writing techniques for the various kinds of stories by a general assignment reporter on any newspaper, magazine, television or radio will be expected to master before he or she can advance in the profession. In addition to lectures in class, the course requires students to do a lot of reporting outside the class room. Students are expected to cover a lot of actual news events and write publishable stories.

COM 309 Visual Communication	Contact Hours 3	Credit Hours 3
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Prerequisite:

Visual Language is universal. This course allows students to define visual language through investigating various visual mediums such as still images, film and television, Art elements of colour, texture, space, composition, and design to be addressed. Various symbols and visual cues used to communicate messages are also addressed. This course enables students to develop a critical understanding of design ideas, their representation and communication, as well as technical and conceptual problem solving skills.

COM 327 International Communication	Contact Hours 3	Credit Hours 3
Prerequisite:		

The course is designed to give students an understanding of the role international communication plays in shaping global opinions. Students are introduced to the dynamics of communication among individuals of different cultural backgrounds thus stimulating students' ability to critically analyze various international issues.

COM 352 Mass communication Law	Contact Hours 3	Credit Hours 3
Prerequisite: COM 201 Intro. To Media Studies & COM 250 Masscom and Society		

This course introduces communication and media students to legal context within which they are supposed to work. The course uses some case studies to illustrate how such issues as freedom of expression, defamation, contempt of court, copy right, privacy etc. Media law affects the way information can be obtained and presented in many different ways. The purpose of this course is to provide students with enough understanding of the law to enable learners to know when to ask for legal advice, understand the types of issues a lawyer will need to resolve and to understand what might be the possible outcome and why.

COM 451 Magazine Journalism	Contact Hours 3	Credit Hours 3
Prerequisite: COM 255 News Writing and Reporting		

This course gives students skills to write for magazines. They learn the basics of what magazines are and explore different types of magazine writing. Through reading, discussing, analysing, interviewing and writing, writing and re-writing, students develop their knowledge of features and short magazine pieces. Students also develop multi-tasking skills and they will be asked to work on more than one assignment at the same time. Students are expected to do all assigned reading and participate in class discussions.

COM 302 Publication Design	Contact Hours 3	Credit Hours 3
Prerequisite: COM 200 Introduction to Graphics Design		

This course focuses on the design, layout and publication of various documents using personal computers. Emphasis is given to principles of publication design and page makeup, typography, and the use of personal computers in business publishing. Publication Design teaches the principles of page makeup and document design using InDesign CS5, a desktop publishing program. The course includes lecture and lab sessions.

COM 325 Interviewing Principles and Practices	Contact Hours 3	Credit Hours 3
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Prerequisite:

This course focuses on the techniques used by media to interview and be interviewed in order to produce the most effective outcome. Students learn through theory, practice and examples. By the end of the course, students prepare to interview and be interviewed in a variety of different circumstances and for a variety of media.

COM 334 Journalism for Electronic Media	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 201 Introduction to Media Studies

This course deals with the practice of electronic journalism with projects relating to news writing and reporting, editorial and interview with visuals and audial components in mind. The course also deals with how to practice quality journalism using web's interactive features. The purpose of this course is to provide students with the knowledge and practice required in contemporary multiplatform news environment. The student should be able to publish multimedia content including stories, photos, audio and video.

COM 491 Special Topic in Communication	Contact Hours 3	Credit Hours 3
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Prerequisite:

Communication is a diverse area of study that requires a devotion of attention to look at some special topics within this field. It is important to note that some areas of communication serve specific purposes – a concept which implies that there are ways which are more appropriate for communicating, in both oral and written forms. Under Special Topic in a communication therefore any vital topic is selected and taught specifically so as to enable students grasp that particular areas of communication to a greater detail.

COM 536 Radio and Television Writing	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 202 Media Technology (Electronic Media)

This course is about the study of forms and materials suitable for media practice, selection, adaptation and organization of special program materials as well as special uses of media education. In this course, students develop the ability to write effectively for TV, radio, including for commercials and entertainment programs. They are taught to understand the proper format and style for the various forms of writing for TV, radio and other electronic media whilst developing creativity in their writing.

COM 452 Practicum in Journalism	Contact Hours 3	Credit Hours 3
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Prerequisite:

This course focuses on practical exercises in Journalism under the directive of the course instructor. Practicum in Journalism includes advanced styles of news gathering, reporting and

writing involving specialized beats or news patch. By the end of the course students get knowledge of advanced reportage – reporting and writing interesting news stories suitable for publications on a variety of issues, appreciate the life of a journalist, conduct successful real-life interviews and write well-structured and enticing feature stories. Students enrolled on this course should have successfully undertaken and completed a course in Introduction to News writing and reporting.

COM 326 Media and Culture	Contact Hours 3	Credit Hours 3
Prerequisite:		

This course explores the relationship between media and culture through looking at various aspects of culture. It examines concepts that are key to understanding modern society. Students are exposed to the theories of media culture from the perspectives of cultural studies scholars, which are in-turn used to analyse different cases and situations. The course stresses the historical aspects of cultural studies which lead to a range of questions such as; what kind of approaches do cultural studies take and why is it important to explore cultural studies? Responses to these questions will translate into a deeper understanding of the debates in the media and cultural studies.

COM 242 Introduction to Broadcast News	Contact Hours 3	Credit Hours 3
Prerequisite: COM 325 Interviewing principles and practice		

This is an introductory course on broadcast news reporting and writing. This course aims to prepare students in writing for broadcast media and offers a chance for exposure to area of television and radio journalism.

COM 331 Audio Production	Contact Hours 3	Credit Hours 3
Prerequisite: COM 201 Introduction to Media Studies		

This course is about the study of the basic concepts of sounds and acoustic techniques used in audio production both for radio and television production. Also, hands on training on the software equipment that is used in audio production.

COM 332 TV Production	Contact Hours 3	Credit Hours 3
Prerequisite: COM 331 Audio Production		

This course provides grounding in the theory and practice of television production, narration using an audio-visual medium and an understanding of writing for visuals and screenplay. It attempts to develop the students' practical skills and explore the technical knowledge required for telling a story using moving images, sound, layering of text and metaphors. Students learn to handle, operate a video camera and shoot on location. They are also trained to put a sequence of moving images and sound together through the process of post-production.

COM 309 Visual Communication	Contact Hours 3	Credit Hours 3
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Prerequisite:

Visual Language is universal. This course allows students to define visual language through investigating various visual elements such as still images, film and television. Art elements of colour, texture, space, composition and design are also addressed, as well as various symbols and visual cues used to communicate messages.

COM 347 Radio and TV Performance	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 201 Introduction to Media Studies

This course provides grounding in the theory and practice of performing arts. The students are trained with a theoretical background in various cinema theories. The course attempts to develop the practical skills of the students to understand the language of screenplays and visuals from an artist's perspective. The course also prepares the students for performances in various forms of media – both audio and visual. This course provides grounding in the theory and practice of performing arts. The course further attempts to develop the practical skills of the students to understand the language of screenplays and visuals from an artist's perspective. The course prepares the students for performances in various forms of media – both audio and visual.

COM 353 Problems in Public Relations	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 253 Introduction to Public Relations

This course explores theory and practice of Public Relations as applied to simulated and real-life problem solving situations. It explores the strategic communication from a business-oriented standpoint. It further critically assesses the wider social context in which business operates and constructs and fosters an analytical approach to developing and maintaining sustainable problem-solving models.

COM 434 Practicum in Radio and Television	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 331 Audio Production & COM 332 TV Production

This course involves devising and producing an original digital multimedia piece for a client as part of a project team: developing a treatment appropriate to the production, devising a project plan, acquiring media, developing and delivering the physical content to a high technical standard within the budgeted time frame. It introduces a set of guidelines for project management, mastering, licensing and distribution.

COM 436 Script Writing	Contact Hours 3	Credit Hours 3
Prerequisite: COM 201 Introduction to Media Studies		

Script writing is about the study of forms and materials suitable for the electronic mass media. It includes practice in selection, adaptation, and organization of program material. Upon the completion of the course. Students are expected to write basic script for electronic media and attain a basic knowledge of the script process, from the initial idea stage through to the first draft.

COM 445 TV Editing	Contact Hours 3	Credit Hours 3
Prerequisite: COM 331 Audio Production & COM 332 TV Production		

This course is about the study of history of editing and the practical application of current editing techniques used in the industry. Students learn to apply both analogue and digital nonlinear editing techniques. The main aim of this course is to develop students' ability to identify and acquire the various editing skills used in television. Students get to understand the proper format and style for the various forms of editing for television program.

COM 533 Documentary Television	Contact Hours 3	Credit Hours 3
Prerequisite:		

This course provides grounding in the theory and practice of documentary production, using an audio-visual medium and an understanding of writing for visuals and screen play. It attempts to develop the student's practical skills and explores the technical knowledge required for making different styles of documentary film making.

COM 253 Introduction to Public Relations	Contact Hours 3	Credit Hours 3
Prerequisite:		

This is a basic course in Public Relations which provides an overview of both theory and practice of Public Relations. The students will be introduced to the theory, techniques, tools and types of PR. It will give a bird's eye view of the various types of activities the PRO has to manage, including organizing PR campaigns and his role in crisis management.

COM 326 Speech Writing	Contact Hours 3	Credit Hours 3
Prerequisite:		

This course introduces students to the basics of speech writing and presentation skills. It is designed to help students develop their ability to talk to diverse audiences. This course is interactive and will require students to fully involve themselves in speech writing, presentation and the art of public speaking.

COM 225 Introduction to Rhetoric and Social Influence	Contact Hours 3	Credit Hours 3
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Prerequisite:

This course looks at the study of rhetoric as an agent of social change. The course deals with analysis of strategies and techniques of non - oratorical as well as oratorical forms of contemporary rhetorical situations.

COM 320 Small Group Communication	Contact Hours 3	Credit Hours 3
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Prerequisite:

The ability to effectively communicate in small groups is important and necessary in both professional and social contexts. This course analyzes the role communication plays in small groups. The course specifically focuses on development of the special communication skills needed in the small group setting. The major objectives of the course are to make students understand the concepts and processes in small group communication, become familiar with various group problems solving methods and to develop the ability to function effectively in a group problem solving process.

COM 460 Advanced Public Relations	Contact Hours 3	Credit Hours 3
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Prerequisite: COM 253 Introduction to Public Relations

Advanced Public Relations course builds upon the introductory practice module by providing and developing advanced managerial skills while exploring the design and implementation of public relations strategies for delivering messages to defined audiences. This course is specifically designed to develop relevant public relations professional skills. These include skills in media handling, publicity, new media and writing for different audiences. These are taught through short lectures combined with practical sessions.

COM 318 Principles of Persuasion	Contact Hours 3	Credit Hours 3
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Prerequisite:

The course is an introduction to persuasion in its various contexts, from political campaigns to advertising campaigns, from popular music to popular films, from the nightly news to used car sales. The goal of this course is to encourage students to receive persuasive messages with an analytical and critical mindset.

COM 420 Introduction to Organizational Communication	Contact Hours 3	Credit Hours 3
Prerequisite:		

COM001 التحرير الصحفي -1	Contact Hours 3	Credit Hours 3
Prerequisite:		

وصف المقرر

يهدف المقرر الى تزويد الطالب بالأسس والمبادئ العامة لمادة التحرير الصحفي والتعريف بأساليب الكتابة الصحفية وأنواعها وأشكالها بالاعتماد على المصادر العلمية الحديثة .

اهداف المقرر :

- تزويد الطالب تزويد الطالب بالأسس العلمية والمهارات العملية للكتابة الصحفية
- القيام بتطبيقات وتمارين عملية تمكن الطالب من ممارسة الكتابة الصحفية وبما يؤهله لممارسة العمل الصحفي بشكل علمي ومدروس .
- تعريف الطلبة بالخبر الصحفي باعتباره الوحدة الأساسية للإنتاج الصحفي .
- دراسة أنواع الخبر الصحفي ومصادره والأساليب المختلفة لتحريره
- استعراض الأخلاقيات المهنية التي يجب أن تحكم العمل الصحفي ، من مرحلة جمع المعلومات وحتى تحرير الأخبار .

COM002 التحرير الصحفي -2	Contact Hours 3	Credit Hours 3
Prerequisite:		

وصف المقرر

يتعرف الطالب من خلال هذا المقرر على فن المقابلة (الحديث الصحفي) من حيث مفهوم المقابلة وأنواعها وأهدافها ومراحل إعدادها وإجرائها وتحريرها. كما يتناول المقرر فن التحقيق الصحفي (الاستطلاع) وخصائصه وتميزه عن الفنون الصحفية الأخرى. ويتدرب الطالب من خلال تزويده بالمعارف النظرية والتطبيقية على كيفية اختيار موضوع التحقيق والتعامل مع المصادر وإعداد التحقيق وتنفيذه ميدانياً ثم إعداده للنشر. اهداف المقرر : تزويد الطالب تزويد الطالب بالأسس العلمية والمهارات العملية للكتابة الصحفية

اهداف المقرر

القيام بتطبيقات وتمارين عملية تمكن الطالب من ممارسة الكتابة الصحفية وبما يؤهله لممارسة العمل الصحفي بشكل علمي ومدروس .

- تعريف الطلبة بالحديث الصحفي والمقابلة والتحقيق باعتبارهما من الوحدات الأساسية لإنتاج الصحفي
- دراسة أنواع الحديث والتحقيق الصحفيين ومصادرهما والأساليب المختلفة لتحريرهما . من مرحلة جمع المعلومات وحتى تحرير ونشر الاحاديث والتحقيقات الصحفية .
- اجراء تطبيقات عملية في مجالات جمع المعلومات وصياغة التحقيقات والاحاديث وتحريرهما

COM	الكتابة للعلاقات العامة 003	Contact Hours 3	Credit Hours 3
Prerequisite:			

وصف المقرر

يتناول المقرر أسلوب كتابة وصياغة رسائل العلاقات العامة لوسائل الاتصال مثل النشرة والمطوية والملصق والبيان، بالإضافة إلى اساليب وانواع الكتابة المتخصصة مثل الكتابة لوسائل الاعلام المختلفة المقروءة والمسموعة والمرئية والتي تدخل ضمن مهام القائم بالعلاقات العامة وبقية الاشكال الكتابية المطلوبة في هذا التخصص .

اهداف المقرر

- 1- تطوير قدرات الطلبة في كتابة النصوص ومهارات تحريرها، وتطبيق استراتيجيات وسائل الاتصال المستخدمة في العلاقات العامة.
- 2 - تدريب الطلبة على كتابة واصدار جميع وسائل الاتصال المطبوعة التي تستخدمها دوائر العلاقات العامة في المؤسسات المختلفة.
- 3 - تعريف الطلبة بأهمية الكتابة للعلاقات العامة وأسسها وخطواتها التنفيذية.
- 4 - تدريب الطلبة على الكتابة بالقوالب الفنية في مجال العلاقات العامة مثل: تقارير العمل، وخطابات العمل، والكلمات الخطابية، والمطويات، والبيانات، والنشرات.
- 5 - تزويد الطلبة بالخلفية القانونية والمهنية اللازمة في الكتابة للعلاقات العامة.

COM	التحرير الإذاعي والتلفزيوني 242	Contact Hours 3	Credit Hours 3
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وصف المقرر

يتناول المقرر أسلوب كتابة وصياغة رسائل العلاقات العامة لوسائل الاتصال مثل النشرة والمطوية والملصق والبيان، بالإضافة إلى أساليب وأنواع الكتابة المتخصصة مثل الكتابة لوسائل الاعلام المختلفة المقروءة والمسموعة والمرئية والتي تدخل ضمن مهام القائم بالعلاقات العامة وبقية الاشكال الكتابية المطلوبة في هذا التخصص .

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- 1- تطوير قدرات الطلبة في كتابة النصوص ومهارات تحريرها، وتطبيق استراتيجيات وسائل الاتصال المستخدمة في العلاقات العامة.
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- 3 - تعريف الطلبة بأهمية الكتابة للعلاقات العامة وأسسها وخطواتها التنفيذية.
- 4 - تدريب الطلبة على الكتابة بالقوالب الفنية في مجال العلاقات العامة مثل: تقارير العمل، وخطابات العمل، والكلمات الخطابية، والمطويات، والبيانات، والنشرات.
- 5 - تزويد الطلبة بالخلفية القانونية والمهنية اللازمة في الكتابة للعلاقات العامة.

Elective Courses

1. COM 202 Electronic Media
2. COM 242 Introduction to Broadcast News
3. COM 242 Introduction to Advertising
4. COM 325 Interviewing Principles and Practices
5. ENGL 420 Business Writing
6. ENGL 435 Topics in Writing for Interactive Digital Media
7. COM 451 Magazine Journalism
8. A&D 222 Introduction to Photography
9. COM 001 News Editing 1 (IN ARABIC)
10. COM 002 News Editing 2 (IN ARABIC)
11. COM 003 Writing for Public Relations (IN ARABIC)
12. TRAN 001 Translation 1

13. TRAN 002 Translation 2