

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

### Course Description :Specialized Media in Radio and Television\_

- **Basic Information:**

Course Name	Specialized Media in Radio and Television
Course ID	SMRT536
Contact Hours (Registered Sessions)	18
Contact Hours (Synchronized Sessions)	18
Midterm Exam	none
Exam	75 min
Registered Sessions Workload	18
Synchronized Session Workload	18
Credit Hours	4

- **Pre-Requisites:**

Course	ID
None	

- **Course General Objectives:**

The aim of this course is to introduce the student to the factors of the emergence, characteristics and features of specialized media So that students has the ability to differentiate between public and specialized media.And presentation of the advantages and disadvantages of specialized media and the obstacles facing this specialization .And to identify the standards of environmental media and its features and characteristics and the difficulties facing this specialization .And to inform the student about the environmental media in the Arab countries and the Syrian media in particular

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- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	The emergence of specialized media and its concept in radio and television
ILO2	The objectives of the specialized media and its advantages
ILO3	specialized media types and levels
ILO4	Environmental media as a model for specialized media
ILO5	Environmental media in the west
ILO6	Environmental media in Arab countries

- Course Syllabus (18 hours of total synchronized sessions; 18 hours of total Recorded Sessions)

- RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	The emergence of specialized media and its concept in radio and television	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together

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ILO2	The objectives of the specialized media and its advantages	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO3	specialized media types and levels	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO4	Environmental media as a model for specialized media	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO5	Environmental media in the west	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together
ILO6	Environmental media in Arab countries	3	3	<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input checked="" type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	In this theoretical and practical book they are integrated together

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- Assessment Criteria (Related to ILOs)

ISC		Ex	Exams	Rpt	Reports
PF2F		PW			

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	The emergence of specialized media and its concept in radio and television		✓	✓	✓	<input type="checkbox"/>	✓
ILO2	The objectives of the specialized media and its advantages		✓	✓	✓	<input type="checkbox"/>	✓
ILO3	specialized media types and levels		✓	✓	✓	<input type="checkbox"/>	✓
ILO4	Environmental media as a model for specialized media		✓	✓	✓	<input type="checkbox"/>	✓
ILO5	Environmental media in the west		✓	✓	✓	<input type="checkbox"/>	✓
ILO6	Environmental media in Arab countries		✓	✓	✓	<input type="checkbox"/>	✓

### 7-Practice Tools:

Tool Name	Description
none	

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## 8-Main References

1\_Aabudullah Badran ,specialized media and its civilizational role ,Kuwait magazine

[www.kuwaitmag.com](http://www.kuwaitmag.com)

2\_Anthony Downs (1972) up and down with ecology : the issue –attention cycle ,the public internet,vol 8

3\_ Rashid Aljabouri The role of media specialized in developing the cognitive abilities of media students, National Geographic Channel Abu Dhabi model

4\_Esma'el Alsahafi, Specialist Journalist, Al Fajr house for Publishing and Distribution, 1st Floor, Cairo, 2004

5\_Ekhlal Hamdan ,The Environment in the Syrian Media, unpublished field study, based on observations and comparisons as a research instrument, 2014, Damascus

## 9-Additional References