

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: Publicity and Media Relations

1- Basic Information:

Course Name	Publicity and Media Relations
Course ID	MP544
Contact Hours (Registered Sessions)	14
Contact Hours (Synchronized Sessions)	14
Midterm Exam	-
Exam	75 min
Registered Sessions Workload	14
Synchronized Session Workload	14
Credit Hours	28

2- Pre-Requisites:

Course	ID
None	-

3- Course General Objectives:

The course aims at clarifying the concept of propaganda and distinguishing between it and other concepts such as advertising, communication, publicity, rumors and communication process. The course also aims at reviewing the historical development of propaganda, explaining the concept of propaganda and many concepts such as political communication, political formation and mass communication. The course also introduces many models of propaganda throughout history.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Clarify the concept of propaganda
ILO2	Explain the types and methods of propaganda
ILO3	Determining the origin of the propaganda and its historical development
ILO4	Clarify the basics of propaganda
ILO5	Identify the difference between propaganda and rumors
ILO6	Clarify some propaganda models
ILO7	Explain mass communication and political process
ILO8	Identify the concept of political communication
ILO9	Explanation of political formation
ILO10	Definition of propaganda and political awareness

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5- **Course Syllabus** (28 hours of total synchronized sessions; 28 hours of total Recorded Sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter 1: the concept of propaganda			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO2	Chapter 2: The types and methods of propaganda			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO3	Chapter 3: The origin of the propaganda and its historical development			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO4	Chapter 4: the basics of propaganda			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO5	Chapter 5: The difference between propaganda and rumors			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices	The theoretical and practical sections are integrated

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				<input type="checkbox"/> Others	
ILO6	Chapter 6: some propaganda models			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO7	Chapter 7: mass communication and political process			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO8	Chapter 8: the concept of political communication			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO9	Chapter 9: Political formation			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated
ILO10	Chapter 10: propaganda and political awareness			<input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input checked="" type="checkbox"/> Projects <input checked="" type="checkbox"/> Practices <input type="checkbox"/> Others	The theoretical and practical sections are integrated

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6- 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 concept of propaganda		X	X	X		X
ILO2	The types and methods of propaganda		X	X	X		X
ILO3	The origin of the propaganda and its historical development		X	X	X		X
ILO4	The basics of propaganda		X	X	X		X
ILO5	The difference between propaganda and rumors		X	X	X		X
ILO6	Propaganda models		X	X	X		X
ILO7	Mass communication and political process		X	X	X		X
ILO8	The concept of political communication		X	X	X		X
ILO9	Political formation		X	X	X		X
ILO10	Propaganda and political awareness		X	X	X		X

7-Practice Tools:

Tool Name	Description
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8-Main References

<p>الدعاية والاعلان، د. جمال محمد ابو شنب و د. اشرف محمد خوخه، دار المعرفة الجامعية الاسكندرية، جمهورية مصر العربية 2002</p> <p>سامي العبدالله، "الدعاية واساليب الاقتناع"، دار النهضة العربية "بيروت، 2003</p> <p>عبد اللطيف حمزة: "الدعاية والإعلام"، الهيئة المصرية العامة للكتاب، ط3 ، القاهرة. 3891</p>
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9-Additional References

<p>برهان شاوي: "الدعاية والاتصال الجماهيري عبر التاريخ"، دار الفارابي، دمشق، 2012</p> <p>عبد اللطيف حمزة: "الدعاية والإعلام"، الهيئة المصرية العامة للكتاب، ط1 ، القاهرة. 1894</p>
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