

1.	School	<b>School of Graduate Studies</b>
2.	Department	<b>Journalism, Media, and Digital Communication</b>
3.	Program title (Arabic)	ماجستير الاتصال الرقمي
4.	Program title (English)	<b>Master's Degree in Digital Communication</b>
5.	Track	<b>Comprehensive</b>

	Specialization #	Degree	Dep #	Faculty #	Year	Track
Plan Number	091	8	09	23	2023	<b>Comprehensive</b>

### First: General Rules & Conditions:

1. This plan conforms to the valid regulations of the programs of graduate studies.
2. Specialties of Admission:  
Bachelor's in any field of knowledge from the University of Jordan or any University recognized by the Ministry of Higher Education and Scientific Research.

**Second: Special Conditions:** None.

### Third: Study Plan: Studying (33) Credit Hours as following:

1. Obligatory Courses (24) Credit Hours:

Course No.	Course Title	Credit Hrs	Theory	Practical.	Pre/Co-requisite
2309701	Theories of Digital Communication	3	3	-	
2309702	Creation of Digital Content	3	1	2	
2309703	Digital Multimedia	3	1	2	
2309704	Communication Ethics and Laws	3	2	1	
2309715	Visual Communication Production	3	1	2	
2309710	Social Media Networks	3	1	2	
2309714	Newswriting & Editing	3	1	2	
2309705	Research Methodology	3	2	1	
2309706	Field Training	0	0	-	

\*Each credit hour equals two hours in the lab or studio

2. Elective Courses: Studying (9) Credit hours from the following:

Course No.	Course Title	Credit Hrs	Theory	Practical.	Pre/Co-requisite
2309707	Data Science in Communication	3	2	1	
2309708	Advertisement & Digital Marketing	3	2	1	
2309709	Human & Cultural Communication	3	3	-	
2309711	Planning for Strategic Communication	3	2	1	
2309712	Public Opinion & Polling	3	2	1	
2309713	Corporate Communication	3	2	1	
2309716	Security & Digital Safety	3	2	1	
2309717	Entrepreneurship in Digital Communication & Media	3	2	1	
2309718	Special Topic	3	3	-	

3. Comprehensive Exam (2309798) Credit hours (0).

## **Master's Degree in Digital Communication Course Description / Comprehensive**

### **Compulsory Courses:**

#### **Theories of Digital Communication**

**(3 credit Hours)**

This course deals with the scientific explanatory perspective of the phenomenon of mass communication, the basic concepts associated with it, and the types and fields of communication. It also includes models and theories presented by various schools of thought, including the historical theory of communication, theories of media systems, theories of the impact of traditional and modern communication and media (direct impact theory, two-stage communication model, information seeking model, innovation diffusion theory, agenda setting model, and the silent majority, and media frameworks and others), theories of the organizational structure of the media, theories of the communicator and guarding the media gate, and theories of violence and the media. The course also deals with critical media theories (media, Frankfurt School, critical cultural theory, political economy theory, media, and hegemony theory). The course discusses modern theoretical models and frameworks that explain digital media, the most important of which is network theory.

#### **Creation of Digital Content**

**(3 credit Hours)**

This course seeks to empower students with basic concepts and skills in the field of creating digital media content. It includes understanding the characteristics, forms and templates of digital content, the development of the concept of the media message and its features in the digital world, and strategies for reaching out and persuading in digital content. The course also studies the audience of digital media and venues of interaction with content. As for skills, students learn digital image production, digital video production, storyboard production, and digital representation of data and media information. The course provides students with writing skills and preparing media content for digital media, such as reports for digital journalism and a storyboard for short videos.

#### **Digital Multimedia**

**(3 credit Hours)**

This course aims to develop students' abilities and skills in dealing with digital multimedia. It apprises students of digital multimedia applications in communication and media fields and methods of preparing and producing media content through the use of cross-media content. It also prepares students to write media content for websites, messages for social networks, podcasts, and image and digital storytelling. The course also familiarizes students with video and audio editing software and digital tools for presentations and informational representation.

#### **Communication Ethics and Laws**

**(3 credit Hours)**

This course deals with the ethical and legislative foundations of media and communication professions as well as the organizational frameworks that regulate these professions in today's digital age. This course focuses on understanding global legal and regulatory contexts as well as national ones. Moreover, it examines honor codes and codes of conduct that govern communication and digital media professions. The course will also focus on professional values such as the protection of privacy, confidentiality, avoiding defamation and misinformation, spreading rumors, intellectual property rights, the ethics of data collection and use, free access to information, ethical contents, the creative Digital Commons agreements, conflicts of interest, news ethics and values, dealing with public complaints, and the rights and obligations of communicators towards the digital media community.

### **Visual Communication Production**

**(3 credit Hours)**

This course focuses on the advanced scientific and application bases in producing visual content such as digital photography, pictures, posters and promotion digital material. It also focuses on the basics of designing digital visual content and video shooting and its stages of production and news stories. The students will be trained in the lab the basics of using the video production on how to transfer the texts, numbers and data into attractive visual content.

### **Social Media Networks**

**(3 credit Hours)**

This course seeks to build students' capabilities in dealing with social networks effectively. The course apprises students of social networks and their mechanisms of action, types, and the services they provide. It also trains students to produce content for social networks, use methods of managing accounts and interact with others on these networks. The course also prepares students for media monitoring and social listening on digital networks, the algorithms in which networks operate, the audience of social networks. It presents techniques and methods of attracting the public to the ethical side of using networks.

### **Newsriting & Editing**

**(3 credit Hours)**

This course combines the standards of news writing and editing with recent trends in news writing in digital media. It deals with the concept of news, the values of news, what makes events news, templates and forms of writing news, methods of writing news in traditional journalism, methods of writing news in digital journalism, sources of information and news gathering, media processing and verification, and the proper use of language in writing news and rules of summarization. On the technical side, students learn to formulate news headlines, write various types of introductions, and deal with forms of news narration and quotations and citations.

### **Research Methodology**

**(3 credit Hours)**

This course aims to enhance students' abilities in the areas of gathering information, processing and converting it into knowledge using scientific methods and tools, and the transition to producing specialized knowledge in the areas of communication. This objective will be achieved by using scientific research methods in the fields of social sciences and scientific tools in the fields of communication and media, where students learn to design the tools of information gathering, such as questionnaires, interviews, focus groups, methods of content analysis, discourse analysis, modern studies in media monitoring, public data analysis on digital means, and statistical applications in communication and media research.

### **Field Training**

**(0 credit Hours)**

This course provides students with professional media training. As a pre-requisite for graduation, students have to finish 200 contact hours of field training in one of the local or regional institutions, selected with the consent of the supervising instructor. Throughout the training, the institution provides a weekly progress report of student's attendance. At the end of the training, the institution provides an evaluation report of students' performance. As an essential part of the assessment, students are expected to deliver presentations about the mission of the training institution and of how they benefited from their experience there.

## **Elective Courses:**

### **Data Science in Communication**

**(3 credit Hours)**

Data science in media and communication has become the foundation of decision-making. Organizations are investing in data analytics to stay ahead of the competition. In addition, social media analysis is used to support opinion mining strategies, monitor the effectiveness of campaigns, and create contextual and personalized ads and a content which is based on sentiment analysis. This course provides an overview of data science and aims at introducing the major topics in data science such as data collection, integration, management, modeling, analysis, visualization, forecasting, and making informed decisions based on data analysis. In this course, students will develop their professional (soft) skills such as communication, presentation and storytelling through employing the data. Students will also gain practical experience by working on real-life problems in the media and communication sector.

### **Advertisement & Digital Marketing**

**(3 credit Hours)**

This course aims to develop student competencies in digital marketing from a communication perspective that takes into consideration the connector, the target audience, the promotional message, and the appropriate selection and use of the medium. In this course, students will understand the core concepts of advertising and digital marketing, besides the types and fields (i.e. trade marketing, political marketing, public service advertisements and ideas marketing). This course also aims to help students discover the potential and necessary strategies and tools to improve the advertising and marketing practices. In addition, it identifies the methods of using social media networks, digital marketing strategies, digital advertising design and production, the development of brands, digital promotional campaigns, and the landscape of big data related to the target audience.

### **Human & Cultural Communication**

**(3 credit Hours)**

This course brings together various types of knowledge and skills from the humanities and social sciences. It encompasses a humanistic approach to communication and the areas associated with it as well as the role of communication in advancing human civilization. The course includes an understanding of various sociopolitical and cultural phenomena. This course will focus on improving good communication skills, with emphasis especially today's digital world. Culturally, the course focuses on understanding the role of communication in intercultural dialogue, in cultural exchanges and cultural borrowing among people, stereotypes and mental images, as well as public diplomacy and communication. Finally, this course will explore the impact of communication from the perspectives of both cooperation and conflict and the cultural differences that take place in communication between different groups of people.

### **Planning for Strategic Communication**

**(3 credit Hours)**

Planning for strategic communication is a solid basis for public and private institutions in the contemporary world, for managing change campaigns, and for disseminating new ideas, services, and goods. This course consists of five basic study units; First: the basic concepts in planning for strategic communication, second: theories and models of strategic communication and change management using means of communication, third; tools for analyzing the internal and external communication environment, Fourth: Planning communication and media campaigns, and Fifth: models and case studies for plans for communication and media campaigns, including crisis and emergency plans in various sectors. The course also requires students to prepare proposals for strategic communication, whether a communication plan for an institution, or a communication and media campaign which include defining and analyzing the objectives and audience, analyzing the communication environment, defining media messages and approaching access and change.

### **Public Opinion & Polling**

**(3 credit Hours)**

This course deals with the basic concepts of public opinion studies, its types, levels, importance and role in the contemporary world. Moreover, it examines public opinion formation theories and their development, the stages of forming and shaping public opinion. It also highlights the relationship of the media to contemporary public opinion, and forces influencing public opinion, opinion leaders and their relationship to the public and elites, public opinion and misinformation, in addition to public opinion and democracy. Students are expected to examine case studies on the power of public opinion at the local, regional, and international levels. The course also covers methods of measuring public opinion, exploratory studies and surveys, and the principles of analyzing and reading public opinion polls.

### **Corporate Communication**

**(3 credit Hours)**

The course focuses on the concepts of public relations, corporate communication and their organization in the organization and the functions and activities of corporate communication in communicating with their publics and the role of communication technology in supporting the electronic communication practices. It also focuses on the internal and external communication and the application of administrative system in supporting the digital organization and monitoring the influence of corporate communication and public relations on administrative systems and their roles in corporate change and management of conflict

### **Security & Digital Safety**

**(3 credit Hours)**

This course presents the knowledge bases of information security and digital safety issues by empowering students with the necessary skills and tools to deal with cybersecurity challenges. The course includes principles and requirements for Internet security browsing, sources of threat on the Internet, protection and recovery of data and personal and corporate accounts and data, identification of malicious programs, basics of encryption applications, risk analysis in the digital environment, and safe behavior in times of crises with digital dimensions. It also instructs students on how to deal with extortion, plagiarism, account theft and digital identity.

### **Entrepreneurship in Digital Communication & Media**

**(3 credit Hours)**

Digital entrepreneurship is the use of digital tools to create innovative internet-based businesses. The digital media is considered as a greenfield for developing entrepreneurial ideas and transforming them into start-up companies. In this course, students will recognize the need for leaders in various fields to have such communication and media skills for the success of their business. This course also presents the core concepts of entrepreneurship, economic, social and cultural innovation, the role of communication and media in developing entrepreneurial businesses, areas of developing entrepreneurial ideas in media and communication, and planning for and gathering resources to launch an entrepreneurial start-up company in the digital communication and media sector.

### **Special Topic**

**(3 credit Hours)**

This course focuses on a selected topic pertaining to communication in general or any subject related to any of the program's intended learning outcomes. The purpose here is to study the subject in depth and from all angles, enabling the students to acquaint themselves with the latest development in the field, thinking about topics deeply, and perhaps conducting a study on it. The topic can be suggested by any faculty member teaching in the program or by any person in charge of the program, provided that the topic is approved by the concerned academic council upon submitting the rationale and the detailed course plan.