

Digital Media Platforms Program

Course Title	News in the media platforms	Course Code	DMP 200
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course seeks to introduce students to the Internet as an important source for obtaining information, as well as the concept of electronic editing, the rules and style of writing, the stages of preparing and forms of journalistic material, the sources of news material and news content on digital platforms, as well as electronic news templates, news editing skills, and the controls that govern editing. News.		

Course Title	Digital photographing techniques	Course Code	DMP 201
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course discusses the nature of digital photography and its advantages, the new media phenomena that accompanied the digital image, and the requirements for the transition to digital photography. It also aims to introduce students to digital image file formats and the programmatic requirements for digital photography. The course also addresses the nature of video journalism and planning a video journalistic story. The stages of filming it, the use of sound and lighting when producing a video journalistic story, and how to edit it.		

Course Title	Editing the content of media platforms	Course Code	DMP 202
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	The student learns about the nature of editing for media platforms, the forms of digital editing, in addition to the editor and his role in the editorial process. Electronic editing tools, innovation trends in editing, and forms of digital content across platforms, including reports, investigations, news stories, feature, infographics, videography, and podcasts. Skills for writing effective content on		

	platforms, specifications of the digital editor and reviewer, and the responsibilities of the editor, reviewer, and editor-in-chief.
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Course Title	Citizen and social network mass communication	Course Code	DMP 203
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	Introducing the student to new media patterns such as citizen journalism, social networks, blogs and forums and the public's contribution to making media messages. Showing how the simple citizen became a producer of media material and a source quoted by major newspapers, radio, and television stations - examples and models of raising awareness of the importance of students' interaction with the new media environment. New media and the Arab reality: the size of the Arab presence on the Internet / factors affecting citizen journalism, problems of citizen journalism. Encouraging students to discuss their personal experiences in the fields of electronic journalism and social networks, presenting examples and models. Reviewing students' personal experiences in the fields of electronic journalism, blogs, forums, and social networks.		

Course Title	Services journalism	Course Code	DMP 204
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course aims to identify the nature of service journalism and its dimensions, the conditions for achieving it, its various functions and characteristics, and its importance to society and individuals, as well as the types of service forms, writing service forms, tools and patterns of service journalism, the transformation in the role of the journalist, and to be trained in journalistic production of this type. Specific to its audience and using the best means to reach it.		

Course Title	Specialized digital mass communication	Course Code	DMP 205
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course discusses the nature of specialized media, the factors for the spread of specialized media, and the definition of sports media, artistic media, incident journalism, partisan journalism,		

	satirical media, and children's media. This course also aims to introduce the importance of specialized media, and specialized radio and television channels in Egypt, as well as to address To examples of specialized Arab satellite channels.
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Course Title	Producing and designing the electronic websites	Course Code	DMP 300
pre-requisite	Credit Hours	Practical	Lecture
nothing	٣	٢	٢
Course description	The course discusses the nature of design, the different methods of website design, the services provided by newspaper websites, the controls and standards that govern them, defining the difference between an electronic newspaper and a website, and the main visual elements of the website. It also addresses the elements and principles of website design, defining the conditions for building websites, and learning about the media. Multiple features and graphic elements on websites. The student can also learn about the interactive structural elements on websites, the elements that should be taken into consideration when designing websites, the media foundations of website design, and the uses of hypertext.		

Course Title	Editing and hosting the news programs websites	Course Code	DMP 301
pre-requisite	Credit Hours	Practical	Lecture
nothing	٣	٢	٢
Course description	This course includes studying and practicing the duties and tasks of the broadcaster and program presenter on websites and the techniques and methods he follows, preparing the script for the program, with an emphasis on the importance of acquiring analysis, interpretation, and communication skills within the framework of various dialogue and rhetorical roles in front of the camera or behind the microphone, and helping him gain experience in preparing programs. Using the latest necessary equipment, effective teamwork, and gaining practical experience in the roles of broadcaster, program operator, and studio director. The course also addresses the basic elements necessary for live broadcasting of programs.		

Course Title	Information journalism	Course Code	DMP 302
pre-requisite	Credit Hours	Practical	Lecture
nothing	٣	٢	٢

Course description	This course helps the student understand what data journalism and visual narration of information are, the importance of data journalism, the types of data that we can use in this type of journalism, the sources of this data, and methods for verifying it. The course is interested in understanding the development of methods for displaying data, visual discourse, and narration. Build data-driven news stories, present models of data journalism, and train on the work and production of this type of journalism.
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Course Title	Producing the multimedia	Course Code	DMP 303
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course provides the student with the opportunity to learn about the concept of multimedia and its characteristics, interactive multimedia and hypermedia, factors in the development of multimedia and its impact on the Internet, as well as learn about multimedia applications in print, audio-visual, and audio media, and its applications in electronic public relations and interactive advertising. .		

Course Title	Media platforms management	Course Code	DMP 304
pre-requisite	Credit Hours	Practical	Lecture
nothing	2	-	2
Course description	In this course, the student studies the basics of creating and managing accounts on social media sites available on common social media platforms, and studies content management platforms: what are they, and what are their characteristics and disadvantages? Appreciates the importance of online reputation management and the need for organizations to have a plan to build online reputation and prepare a simple document that includes the social media policy for organizations to monitor online conversations and adopt strategies that enable them to avoid crises on social media sites and how to address them, identifying social media management tools.		

Course Title	Montage principles	Course Code	DMP 305
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course introduces montage, its types, its importance, and the development that occurred in ancient times and today, starting		

	from film and tape montage to electronic montage, and focuses on the theoretical framework and current practical practices of montage programs. This course also covers the technical and aesthetic foundations, tactics, and processes associated with editing radio and television programs, and training on various editing programs.
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Course Title	Specialized research in digital platform	Course Code	DMP 306
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	This course contains background knowledge about scientific research, its steps, and how to implement it. This is applied to some of the issues raised in media platforms. The student explains how to address local, regional, and global events and issues in news platforms. The student chooses one of the issues raised in media platforms and evaluates its media treatment in digital media. And the mechanisms for activating them and identifying the most prominent issues raised in media platforms and media policies in dealing with various issues in media platforms, the positive and negative aspects in how news platforms handle those issues. Choosing one of the issues raised and evaluating its media treatment in news platforms and the mechanisms for activating it.		

Course Title	News agencies	Course Code	DMP 307
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२
Course description	The concept of news agency: its idea, origin, characteristics, and types of news agencies. International news agencies: Agence France-Presse, Reuters, Associated Press, United Press International. Regional news agencies: Africa News Agency, International Islamic News Agency. Asian, American, and Arab agencies and local news agencies. The future of news agencies considering modern information networks. News sources that media organizations rely on (internal, external). Foreign correspondent and news agency websites.		

Course Title	Digital story narrative	Course Code	DMP 400
pre-requisite	Credit Hours	Practical	Lecture
nothing	३	२	२

Course description	This course aims to introduce the student to the nature of digital storytelling, the history and development of storytelling, the elements and types of digital storytelling, the importance of the road map for building a digital story, storytelling across digital platforms, digital storytelling tools, interactive storytelling and its types, gamification mechanisms in... Digital storytelling, employing digital storytelling in news broadcasts
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Course Title	Producing investigative reports	Course Code	DMP 401
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course aims to introduce students to the concept of investigative journalism (depth journalism), investigative reports and their characteristics, the difference between an investigative journalist and a news reporter, preparation and planning for investigative work, techniques and characteristics of investigative interviews, methods of writing investigative reports, methods for evaluating investigative work, practical applications through analysis and criticism. Investigative work in the Arab and international press to compare it with regular press reports and to complete investigative reports in various journalistic fields that are published in the press.		

Course Title	Marketing digital content	Course Code	DMP 402
pre-requisite	Credit Hours	Practical	Lecture
nothing	۳	۲	۲
Course description	This course aims to introduce the student to various marketing skills in general and digital content marketing skills in particular. It also aims to introduce the student to the foundations of effective marketing advertising and the extent of the success of its use in product marketing, in addition to knowing the most important digital marketing strategies and its importance to society and learning about the elements of the mix for media marketing. In which the media product, ideas, and performance that are being marketed to target the market or specific market segments of consumers to enhance positive behavior in society, means of marketing digital content through social media, methods of content marketing.”		