

School	School of Arts & Science
Major	Radio and TV

Core Requirements			
Code	Title	Credits	Description
GDES270	Design Software I	3	Design Software I
COMM330	Media Planning & Audience Analysis	3	Media Planning & Audience Analysis
COMM225	Workshop	3	Workshop
COMM320	Radio-TV Announcing	3	Radio-TV Announcing
COMM400	Media Management	3	The course offers the students the opportunity to get acquainted with the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students. The objective is to induce them towards a global comprehension of the media industry on the one hand, and on the other, towards an analysis of the media sphere as it presents itself today in their everyday lives, and of the various messages that it conveys.
PREL300	Public Relations Principles & Concepts	3	Communicative, persuasive and social functions, focus on PR and Advertising messages, Strategies, creative planning, execution and social effects. Prerequisite(s): PREL 200.
COMM205	Introduction to Western Civilization	3	Introduction to Western Civilization
COMM300	Media Laws & Ethics	3	Survey of media law emphasizing regulations as it pertains to television, radio, and print press. News as a distinct form of mass communication, involving social functions and significant questions about facts, truth, knowledge, and values. Prerequisite(s): COMM 200
COMM265	Performance Theory & Practice	3	Students will be introduced to performance theory and in its application along the social norms. Students will learn strategies that would enhance their work performance in a very competent way. Through this course students will be introduced to how to use the language appropriately to avoid biased words, phrases and actions. The course will introduce the students to stereotypes based on gender, race, ethnic group, age, sexual orientation, or disability. Prerequisite(s): COMM 200
COMM285	Theories of Perception	3	Theories of Perception

COMM200	Introduction to Communication Studies	3	This course introduces the students to the general idea of Communication theory and application. The course will involve multidimensional issues of student preparation to other courses in Communication, through this course the student will have the chance to figure out the field of study he/she wants to focus on. Prerequisite(s): ENGL 150
ARTS350	Photography	3	Introducing students to the use of photography as a helpful tool for Graphic & Interior Design, the use of the camera, angles, lenses, (hardware). Students will learn terms and theory, film developing, printing, enlarging, composition, and pictorial techniques as forms of visual communication along with the demonstration of historic houses, Ruins, aged / young people, natural views and contemporary applications, from black & white to colored photos.
RTVF340	Script Writing	3	Students will gain a comprehension of the strategies used in documentary, feature story, voice over, dubbing, and various other writings for theater, TV & film. Including broadcast and news writing. Prerequisite(s): COMM 200
COMM310	Research Methods in Communication Arts	3	The course is aimed at teaching students how to conduct a research in communication arts, how to ask questions and find answers for them through systematic procedures from a Social Science perspective on Communication. By the end of this course students should become acquainted with setting a Hypothesis or a theory, setting the objectives of a research, how to conduct a library research to survey bibliography relevant to the research, become familiar with Quantitative and Qualitative Methods, their advantages and shortcomings, and how they complement each others, and finally how to write a research based on the data collected through research.
ADVR300	Advertising Theory & Practice	3	Basic understanding of advertising and the operation of its system. Emphasis on personal and professional development in the field of advertising. Examination and application of basic principles and techniques of advertising writing. Focus on advertising media, managers, strategies, creative planning execution and social effects. Prerequisite(s): COMM 200
COMM220	Rhetoric & Persuasion	3	The following course will teach students how to write a speech, and perform public speaking. Through the course, the students will learn how to influence an audience through words, and the history of rhetoric through the ancient eyes of the Greeks and the Romans will be fully covered. Co-requisite(s): COMM 200

Major Requirements			
Code	Title	Credits	Description
RTVF400	Talk Show	3	Students are introduced to technicalities, approaches and strategies used in TV and Radio Talk Shows with a variety of hosts, collection of biographical information, and discussion forums. Prerequisite(s): COMM 250 & COMM 265 & RTVF 320
RATV495	Senior Study in Radio and TV	3	This course is an end-product experience with the processes of fine-tuning a flood of ideas into an individual video project, a translation of ideas into an audiovisual production reality. In this class students are exposed to a diversity of concepts and themes (social, political, psychological, humanitarian... etc.) that would guide them throughout their research. Students are challenged into a creative call for concepts and critiques to determine which idea should be taken to the finish and how to research, organize and produce an audiovisual project. Senior students are exposed to the thinking of a variety of professionals in their field of interest according to their choice of subject and genre. The course is designed to be hands on approach where students will write, direct, produce and edit their own work, all while under the umbrella of instructor supervision. Class continuity is maintained by a mentor who is present at all sessions to advice and critique.
RATV425	TV Directing	3	Our TV directing course will start up from the technical work shop the students have finished earlier and how to implement what they have learned in this course. Students will be introduced to different types of schools in directing from American to European to Arabic and Indian. They will also be introduced to different types of directing- talk show, documentary, and drama.
RATV370	Writing for Radio and TV	3	The course introduces the students to the characteristics and rules for effective writing for radio and TV while focusing on writing for news, documentaries and talk shows. It teaches the students the best ways to write for the ear in the case of writing for radio while focusing on the two levels that characterize such writing: Voice Over and Natural Sound. As for writing for TV it gives guidelines on how to write for the eye and ear by using efficiently the four available levels: Picture, Voice Over, Natural Sound, Graphics.
RATV315	Television Production	3	This course introduces the principles, procedures, and techniques used in television production. The course includes video control, special effects, operation of cameras and editing machines, composition, lighting, staging, and directing, on-camera announcing and interviewing.
RATV435	Radio-TV News	3	This course intends to introduce students to the process of producing a news bulletin, starting with handling the news and editing it in a report, live voice over, still store, etc, to compiling these news in an organized and hierarchical order based on: audience analysis, priority of the event and its importance, the rhythm of the bulletin

RATV430	Radio Production	3	This course is an introductory course presenting all aspects of Radio Broadcasting. We will explore different departments of a radio station: The operation as a whole, the employees and their job description the studios and the equipment. We learn how to prepare and execute different types of Radio production. The fun part of this course is the application, when it is time to perform and execute the projects.
COMM325	Animation Software	3	Using a mix of theoretical and practical assignments, students will develop an understanding of the conceptual issues regarding animation while also producing an animation project. Students will create a set of storyboards, a simple animation with images, graphics, sound and special effects, and produce a video on various media, including a Web site. Students are expected to have a basic understanding of computer operating systems and will be expected to learn computer animation software while in the course. The animation software will be determined by the instructor at the time the course is taught.
RATV230	Radio-TV Workshop II	3	As video, film, and television production is a collaborative field, students will learn to function as members of an integrated production team on a wide variety of projects. Through this process, students learn the skills required for positions in the video, film and television production industry and develop professional standards and attitudes towards their work. Skills and proficiencies are enhanced by supervised repetition and practice within class periods. Learning objectives are obtained through active participatory experience in weekly group assignments. Production assignments explore what really goes on in industry production environments. Professional personnel must work under constant deadlines; as such, the courses structure is designed to develop a strong sense of efficient time management as well as reaching beyond the basics learned in prerequisite courses.
RTVF410	Art of Film	3	An overview of significant films that accordingly had an influence on the state –of-art, where the importance of the image as well as dramatic elements such as character, plot, scenery, lightning, zoomin, zoomout, and other content & technical materials will be noticed and discussed. Prerequisite(s): COMM 200

General Education Requirements			
Code	Title	Credits	Description
ENGL251	Communication Skills	3	The objectives of this course are to improve students' writing skills for academic purposes by developing effective use of grammatical structures; analytical and critical reading skills; a sensitivity to rhetorical situation, style, and level of diction in academic reading and writing; and competence in using various methods of organization used in formal writing.
ENGL201	Composition and Research Skills	3	This course focuses on the development of writing skills appropriate to specific academic and professional purposes; the analysis and practice of various methods of organization and rhetorical patterns used in formal expository and persuasive writing; the refinement of critical reading strategies and library research techniques; and the completion of an academically acceptable library research paper. Prerequisites: ENGL150, ENGL151.
CULT200	Introduction to Arab - Islamic Civilization	3	The purpose of this course is to acquaint students with the history and achievements of the Islamic civilization. Themes will include patterns of the political and spiritual leadership; cultural, artistic, and intellectual accomplishments Prerequisites: ENGL051, ENGL101, ENGL151.
CSCI200	Introduction to Computers	3	The course aims at making students competent in computer-related skills. It is supposed to develop basic computer knowledge by providing an overview of the computer hardware and basic components as well as hands-on practice on common software applications such as Word, Excel, Power Point, Internet and Email. The student will learn how to use the new features of Microsoft Office 2010 mainly Word documents, Excel spreadsheets and PowerPoint presentations. On the surface, MS Office 2010 looks a lot different than previous versions (no more menus or toolbars!), but by learning to understand the dramatically changed, Ribbon-based interface, you'll quickly get back on the road to productivity.
ARAB200	Arabic Language and Literature	3	This course is a comprehensive review of Arabic Grammar, Syntax, major literature and poetry styles, formal and business letters.