

Course Description Form

Course Name:	
Digital Media Editing	
: Course Code	
Semester/Year:	
2025-2026 Annual	
Description Date:	
29/12/2025	
Available Attendance Formats	
In-Person	
Total Credit Hours	
90 hours / 2 credits per semester	
Course Coordinator:	
Hazim Fadhil Abbas Abu Sakhr	Hazim.fa@uowa.edu.iq
: Course Objectives	
<p>To introduce students to the concept of digital media editing, its characteristics, and functions in the digital environment.</p> <p>To distinguish the main differences between traditional media editing and digital media editing in terms of style, structure, and the requirements of the platform and audience for editing and construction.</p> <p>To enable students to understand the characteristics of digital media text in the contexts of advertising and digital marketing communication</p> <p>Developing skills in writing short digital content and crafting clear and concise communication messages.</p> <p>Training students in editing headlines and writing accompanying texts for advertisements and digital publications to achieve appeal and accuracy, as well as for other media.</p> <p>Equipping students with practical application skills through the production of digital content samples that suit the nature of different platforms.</p> <p>Preparing students intellectually and practically to transition to subsequent specialized courses in digital writing, advertising, and digital marketing.</p> <p>Familiarity with field news coverage methods - understanding fieldwork techniques and preparing video reports.</p> <p>Critically analyzing news and media reports, evaluating news quality, and understanding its structure and editing</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p>

1. Teaching and learning strategies

1. Project-based learning - preparing written or photographic news articles and reports

as applied projects.

2. Experiential learning - writing, editing, and organizing field visits to media institutions.

3. Problem-based learning - analyzing complex news scenarios and verifying information.

4. Collaborative learning - working in teams to create newsletters, discuss daily news, and write advertising headlines.

5. Technology-based learning - using social media platforms and tools, and the Moodle platform

6. Self-learning and self-assessment - following news and content, analyzing it critically, and preparing personal portfolios.

7. Interactive and practice-based learning - training in editing and live event coverage.

8. Discussion-based learning - Studying controversial news and analyzing the impact of the media (brainstorming)

2. Course structure:

Chapter one

Evaluation method	Teaching method	Unit name or the topic	Education outcomes required	The hour	week
theoretical only	a lecture theory practical	The concept of editing الإعلامي Digital	1. Know the concept Media editing Digital The relationship between Process elements Connectivity	3	01

			<p>And the editorial process: stages of editing media material</p> <p>The concept of news and its definitions - Understanding the nature of media news and identifying its various definitions in the media.</p>		
Theoretical Only	Theoretical and practical lecture	Characteristics and stages of media editing	The relationship between the elements of the communication process and the editorial process: stages of editing media material, characteristics of editorial editing		02
Discussion and presentation of a news bulletin	Theoretical and practical lecture	Stages of news development in the media	2. Stages of news development in the media - Analyzing the development of news across	3	03

and its analysis and critique			History and its role in traditional and digital media.		
Discussion and visual presentation	Theoretical and practical lecture	Artistical and professional advantages of news in media compared	3. Artistical and professional advantages of news in media (comparison) - A comparison between the artistic and professional characteristics of news in printed press, radio, and television.	3	04
Discussion	Theoretical and practical lecture	News on the radio and television	Identifying methods of presenting news in audio-visual media, and understanding the differences between them.	3	05
Discussion and training exercise	Theoretical and practical lecture	Sources of radio news and television	Sources of radio and television news - Identifying radio and television news sources and assessing their credibility.	3	06

				3	07
Discussion, visual presentation, and exam	Theoretical and practical lecture	Practical applications and observations	8. Practical practice in preparing and evaluating field news and reports.	3	08
Discussion and visual presentation	Theoretical and practical lecture	News paragraphs and their parts (introduction, body, and conclusion)	and analyzing the structure of the news and writing news in a professional style.	3	09
Discussion	Theoretical and practical lecture	The set of links in the news and its archival information	Using transition-links and archival information to enhance news content.	3	10
	Theoretical and practical lecture	Tools for detecting fake news and reports	Identifying fake content and the best tools for identifying fake news and reports		11
Practical application	Practical lecture	Types of news coverage, observations, and practical applications	14. Distinguishing between types of news coverage such as live and analytical with practical applications.	3	12
Practical application in the studio	Practical lecture	The technical and artistic elements in radio and television news	12. The technical and artistic elements in radio – and television news	3	13

Discussion and training exercise	Theoretical and practical lecture	Introductions and openings in the news	Mastering the writing of attractive and concise introductions that attract 3 Attention listener and viewer.		12
Discussion and training exercise	Theoretical and practical lecture	Digital content characteristics	Content characteristics in social media. Applying the "who, what, when, where, why, and how" rule in digital news editing.		13
Discussion and training exercise	Theoretical and practical lecture	The digital headline and its function	Digital headline (concept and function). Types of digital headlines. Image caption. Video caption. Writing a digital post. 3 Post / Caption)) Appropriate length for digital text		14
First semester exam					15
Second semester					
Evaluation method	Teaching method	Unit or subject name	Desired learning outcomes	Hours	Week

<p>Theoretical discussion, program presentation, analysis, and critique</p>	<p>Theoretical and practical lecture</p>	<p>Introduction to the newsroom</p>	<p>Understanding the workings of newsrooms in radio, television, and news agencies, and the roles of editors and reporters. Understanding the structure of a television newsroom and how to format video reports.</p>	<p>3</p>	<p>01</p>
<p>Theoretical discussion, program presentation, analysis, and critique</p>	<p>Theoretical and practical lecture</p>	<p>Reports and their types</p>	<p>What is a report, how does it differ from a news item, and what are its types?</p>	<p>3</p>	<p>02</p>
<p>Theoretical discussion, program presentation, analysis, and critique</p>	<p>Theoretical and practical lecture</p>	<p>Press and digital reports</p>	<p>What is a press and digital report, and how is it written and edited?</p>	<p>3</p>	<p>03</p>
<p>Theoretical discussion, program presentation, analysis, and critique</p>	<p>Theoretical and practical lecture</p>	<p>The television report</p>	<p>What is a television report, and how is it written and edited?</p>	<p>3</p>	<p>04</p>

Theoretical discussion, presentation of a program, analysis and critique	Theoretical and practical lecture	Radio report	What is a radio report and how is it written and edited?	3	05
Discussion, presentation of a program, analysis and critique	Theoretical and practical lecture	Criticism and analysis	Visual presentation of students' productions of television reports and their critiques	3	06
Discussion, presentation of a program, analysis and critique	Lecture Digital report theory And practical		Digital report	3	08
		Using artificial intelligence in writing news stories	Using artificial intelligence in writing and analyzing news stories, and selecting titles for them		09
		Using artificial intelligence in writing news reports	Using artificial intelligence in writing and analyzing news reports, and selecting Titles for them		08
Practical application in the studio	Theoretical and practical lecture	Attribution and documentation in the news story	6. Using reliable sources and documenting information according to journalistic standards.	3	09

				3	07
Discussion, visual presentation, and exam	Theoretical and practical lecture	Practical applications and observations	8. Practical practice in preparing and evaluating field news and reports.	3	08
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<p>6. And others</p>	
<ul style="list-style-type: none"> • The Arab Journal for Media and Communication. • Journal of Mass Communication Research. • Journal of Media Studies. 	<p>Recommended supporting books and references (scientific journals, reports)</p>
<ul style="list-style-type: none"> • BBC Academy - Provides free courses in radio and television journalism. <p>Al Jazeera Media Institute - Offers workshops and courses on news coverage and news writing.</p> <ul style="list-style-type: none"> • Coursera - Courses in journalism and media from international universities. • Edraak platform - Specialized courses in digital and broadcast media. 	<p>Electronic references and websites</p>

