

Kurdistan Region Government

Ministry of Higher Education and Scientific Research

Erbil Polytechnic University

**Module (Course Syllabus) Catalogue**

**2021-2022**

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| **College/ Institute** | **Administration Technical collage** | |
| **Department** | **Marketing and International Languages** | |
| **Module Name** | **ARABIC LANGUAGE FOR ACADEMIC PURPOSE**  **A.prof. Dr. Seerwan Anwer Majeed** | |
| **Module Code** |  | |
| **Degree** | **Technical Diploma Bachelor High Diploma Master PhD**  - | |
| **Semester** | **1** | |
| **Qualification** |  | |
| **Scientific Title** | **ARABIC LANGUAGE FOR ACADEMIC PURPOSE** | |
| **ECTS (Credits)** |  | |
| **Module type** | **Prerequisite Core Assist.** | |
| **Weekly hours** |  |  |
| **Weekly hours (Theory)** | **( 4 )hr Class** | **( )Total hrs Workload** |
| **Weekly hours (Practical)** | **( )hr Class** | **( )Total hrs Workload** |
| **Number of Weeks** | **4** | |
| **Lecturer (Theory)** | **4** | |
| **E-Mail & Mobile NO.** | [**Serwan.majeed@epu.edu.iq**](mailto:Serwan.majeed@epu.edu.iq)**. 07504775173** | |
| **Lecturer (Practical)** | **A.Prof. Dr. Seerwan Anwer Majeed** | |
| **E-Mail & Mobile NO.** | **07804464422** | |
| **Websites** |  | |

**Course Book**

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| **Course Description** | Getting information about language, text… Translating… | | | | | |
| **Course objectives** | **ARABIC LANGUAGE FOR ACADEMIC PURPOSE** | | | | | |
| **Student's obligation** | Writing texts, news, Marketing phrases | | | | | |
| **Required Learning Materials** |  | | | | | |
| **Evaluation** | ‌ **Task** | | **Weight (Marks)** | | **Due Week** | **Relevant Learning Outcome** |
| Paper Review | | 1 | |  |  |
| Assignments | Homework | 5 | |  |  |
| Class Activity | 3 | |  |  |
| Report | 1 | |  |  |
| Seminar | 1 | |  |  |
| Essay | 1 | |  |  |
| Project |  | |  |  |
| Quiz | | 2 | |  |  |
| Lab. | |  | |  |  |
| Midterm Exam | | 1 | |  |  |
| Final Exam | | 1 | |  |  |
| Total | |  | |  |  |
| **Specific learning outcome:** | 1. learning such information’s about Text 2. Learning kinds of Translating   4-  5-  6- | | | | | |
| **Course References‌:** |  | | | | | |
| **Course topics (Theory)** | | | | **Week** | | **Learning Outcome** |
| Introduction about the subject | | | | 1 | |  |
| What is the language | | | | 2 | |  |
| The importance of language | | | | 3 | |  |
| Language in Marketting | | | | 4 | |  |
| Marketing Phrases | | | | 5 | |  |
| How to introduce yourself to companies | | | | 6 | |  |
| **How to introduce yourself in Media** | | | | 7 | |  |
| Numbers and their roles in Market | | | | 8 | |  |
| The importance of market language | | | | 9 | |  |
| Market Language | | | | 10 | |  |
| The authority of Market Language | | | | 11 | |  |
| Seminar | | | | 12 | |  |
| Seminar | | | | 13 | |  |
| Seminar | | | | 14 | |  |
| **Practical Topics** | | | | **Week** | | **Learning Outcome** |
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| **Questions Example Design**  **Q/ What is Media Text?**  **A/** Media texts can be understood to include **any work, object, or event that communicates meaning to an audience**. ➢ Most media texts use words, graphics, sounds, and/or images, in. print, oral, visual, or electronic form, to communicate information and ideas to their audience. | | | | | | |
| **Extra notes:** | | | | | | |
| **External Evaluator** | | | | | | |