

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****. 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** |