

## Journalistic qualification in the institutions of academic training in the digital media field study

Cualificación periodística en las instituciones de formación académica en el campo de los medios digitales

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### ABSTRACT

This study, which belongs to the descriptive studies, is concerned with the academic journalism training sector, specifically at the University of Baghdad/Faculty of Information because it is the oldest media college in Iraq. The study dealt with the problem of academic preparation in the light of digital media witnessing momentary changes and a practical market that required press skills to enable him to compete and prove existence. The study focused on the focus of the study of the reality of academic journalism and the influencing factors, and ways to upgrade it so that the data of the academic training journal correspond to the needs of the labor market through the use of the questionnaire designed to know the views of the university media teaching media, media students in postgraduate studies, media students in the preliminary study with a sample available in the Faculty of Information, in postgraduate studies, and students in preliminary studies.

**Keywords:** Journalism Qualification, Academic Training, Digital Media.

### RESUMEN

Este estudio, que pertenece a los estudios descriptivos, se ocupa del sector de capacitación en periodismo académico, específicamente en la Facultad de Información de la Universidad de Bagdad, porque es el colegio de medios más antiguo de Irak. El estudio abordó el problema de la preparación académica a la luz de los medios digitales que presenciaron cambios momentáneos y un mercado práctico que requería habilidades de prensa para permitirle competir y demostrar su existencia. El estudio se centró en el enfoque del estudio de la realidad del periodismo académico y los factores que influyen, y las formas de mejorarlo para que los datos de la revista de capacitación académica se correspondan con las necesidades del mercado laboral mediante el uso del cuestionario diseñado para conocer los puntos de vista de los medios universitarios, los medios de comunicación, los estudiantes de medios en estudios de posgrado, los estudiantes de medios en el estudio preliminar.

**Palabras clave:** Calificación de Periodismo, Formación Académica, Medios Digitales.

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## Introduction

In the press, there have been some voices criticizing the absence of academic journalism in practice, and the announcement of a break with the academic press institutions, and learning the profession through courses and workshops, And the third calls for the need to upgrade the curricula and programs of schools of journalism training in the universities of the Arab world, and after the academic outputs of the press until the end of the last century complained of the absence of rehabilitation possibilities, and weak training opportunities in media institutions in the For the public and private sectors, the Internet has enabled everyone to attend and participate through its media and communication platforms. Thus, the schools of journalism training have been set up in the challenge and proof of existence box. If the parties of the training formula are the academic training institutions, the self-training institutions for journalists, Rehabilitation, training, the nature of the philosophy of journalism systems, opportunities for practicing the profession, and the needs of the labor market), the call for quality of the press training and its adaptation to the labor market requires that all sides of the equation be examined, Make up the press configuration strategy. These variables were subjected to a field study on a variety of subjects at the College of Information/University of Baghdad. These included: Academic Professor of Media, Postgraduate Students in the Faculty of Information Sciences, and students of preliminary studies in the departments of the Faculty of Information.

## First: Research methodology

1- Research Problem: The problem of research was the following question: What is the nature of journalism training in the College of Information - University of Baghdad according to the views of the university center (media training, media students in postgraduate studies, media students in the preliminary study)?

## 2. Research Objectives

The objectives of the research were determined as follows:

- Identification of foreign languages to be satisfied by the students in the media college (media training, media students in postgraduate studies, media students in the preliminary study).
- Determination of the professional qualification of the academic qualification in the media college according to the views of the respondents (media training, media students in postgraduate studies, media students in the preliminary study).
- Find out whether the competence of the teaching staff matches the media with the vocabulary of the journalistic curriculum.
- Determining the extent to which the journalistic curriculum is consistent with recent developments in communication and information sciences according to the views of the respondents (media education, media students in postgraduate studies, and media students in the preliminary study).
- Knowledge of the completion of the vocabulary of the curriculum of the press according to the views of respondents (media education, media students in postgraduate studies, media students in the preliminary study).
- To know the appropriate extent of the classrooms in the College of Media for Academic Qualification in terms of preparation of students, means of clarification and communication techniques according to the views of the respondents (media training, media students in postgraduate studies, media students in the preliminary study).
- Knowledge of the extent to which digital media sites are used for training purposes according to the views of the respondents (media education, media students in postgraduate studies, media students in the preliminary study).
- Diagnosis of the adequacy of the academic training of journalists for vocational rehabilitation, and reasons for inadequacy, according to the views of the respondents (media training, media students in postgraduate studies, media students in the preliminary study).
- Determining the seriousness of the evaluation of the reports and research of the students of the college according to the views of the respondents (media training, media students in postgraduate studies, and media students in the preliminary study).
- Knowledge of the extent to which the journalistic curriculum meets the needs of the labor market according to the views of the respondents (media education, media students in postgraduate studies, media students in the preliminary study).
- Determination of the independence of the College of Information University of Baghdad in the student acceptance plan according to the views of the respondents (media education, media students in postgraduate studies, media students in the preliminary study).

- Knowing the degree of satisfaction with the level of academic qualification in the media college according to the views of the respondents (media training, media students in postgraduate studies, media students in the preliminary study).
- To determine the extent to which the College of Media, in accordance with its human, material and technical potential, can prepare students for a journalist according to the views of the respondents (media training, media students in postgraduate studies, media students in the preliminary study).
- Determining the importance of some factors to improve the academic qualification of the journalist (experience of the visiting professor, the experience of the use of international experts, and the experience of twinning) according to the views of respondents (media teaching, media students in postgraduate studies, media students in the preliminary study).
- Determining the extent of the impact of those in charge of scientific posts at the College of Information, University of Baghdad, on the nature of the press qualification of students according to the views of the respondents (media training, media students in postgraduate studies, media students in the preliminary study).
- Knowledge of the extent of participation of respondents (media training, media students in postgraduate studies, media students in the preliminary study) in press courses established by media centers.
- To know the extent of the work of the respondents (media training, media students in postgraduate studies, media students in the preliminary study) in one of the media.
- Diagnosis of the suggestions of the respondents (media training, media students in postgraduate studies) regarding the development of the academic training.

### 3. Research Methodology

This research is descriptive research. The researcher used the survey method and the questionnaire tool which included questions and alternatives related to the research problem and its objectives.

The research community and its sample: The research community is represented in the university center (media training, media students in postgraduate studies, and media students in the preliminary study) at the College of Information, University of Baghdad. The sample consisted of 28 teachers in the media college, 15 students in postgraduate studies, and (52) students in the preliminary studies of those present in the college for the day 9-11.10.11 / 2016.

### 4. Limits of research

- Objectivity: Qualification of the academic institutions.
- Humanity: university center (media training, media students in postgraduate studies, media students in the preliminary study) at the University of Baghdad / Faculty of Information.
- Spatial: College of Information - University of Baghdad.
- Temporal: The period of distribution of the questionnaire to the respondents and their receipt, which extended from 9 - 10/11/2016.

### Second: Journalistic training and forms of communication

The Internet environment, in light of digital communication, can be extended to the entire communications, media, administrative, legal, economic, social, psychological and cultural contexts, and all that is a factor that affects and is influenced by the communication and media activities that are marketed on the Internet.

Although the Internet is rumored that it is not owned by anyone and is not controlled by any object It has an administrative and legal system and is subject to administrative and legal powers, allowing individual and collective initiatives, demonstration of anarchism, and the inability to control its communication and media activity over the network. Media that can be controlled and subject to the will of the administrative and legal authorities through techniques and programs that are developing steadily and above the levels of conventional perceptions.

The communications and information technology revolution represented by the Internet has not been accompanied by a legal revolution, 1 and the minimum common law among the various countries of the world is the actual Internet law, represented by the country's most relaxed law with negative practices on the Internet.

There are a large number of organizations specialized in the fight against cybercrime of various kinds, such as the Union of the Software and Information Industry, which deals with ways to protect intellectual property information, the Federation of Business Software, the American Recording Industry Association for Combating

Music Piracy, Illegal Simulation, the Web Police Organization which receives various complaints, and provides web crime tracking service of various types (3).

A trend has been developed following convictions about the limitations of blocking and filtering techniques and local jamming programs at the level of hardware or service providers because of the availability of technologies and programs that can be bypassed, the emergence of thousands of new websites and difficult to block directly, 4 and the vast amount of information flowing.

Many international, regional and local organizations have also been shown to monitor violations of freedom of opinion and expression. Their reports have become a pressure force on local governments, especially since they are taken by official and informal international organizations. Transparency and social justice, and the extent to which the rest of human rights are guaranteed, and which have a clear impact on the extent to which international organizations and economic blocs that control countries' policies and economic and social conditions are satisfied.

#### **Fifth: Press training institutions**

The spread of the media specialization in the Arab world is widespread, the reliance on experience based on self-judgment, the lack of adoption of new data for academic media institutions, the expatriation in practice and training on the media and communication sciences, and the impact of digital media.

1- Academic Institutions: The curricula of qualifying media professionals in the Arab world are suitable for all sciences and knowledge related to journalistic work. However, the limited practical training and lack of means of training and shortening the period of training in the channels of communication.

2. Civil society organizations: Several civil society organizations have set up a limited period of amateur training for the media profession. They have relied on some journalists in the traditional media, and have published many electronic and traditional newspapers which contributed to the training of some trainees.

3 - Traditional media institutions: The press and television channels have established many courses and workshops to develop their cadres and those who wish to train. Their certificates are documents of experience that depend on the traditional and new media institutions. However, this indicates that they are not relying on famous journalists in the communication channels, and university professors in academic training institutions, which may lead to undesirable results in the field of media training.

4 - Digital Media Sites: The digital media sites have set up a number of workshops and training courses for the media profession. It is also indicated by the institutions of media training (civil society organizations, traditional media institutions) Journalists working in traditional media.

5 - Citizen journalism and the chaos of communication practice:

The majority of the users of this mediator do not understand the basics of communication, its patterns, methods, and arts. This experience is almost overcome by the indiscriminate practice and uncontrolled mood, and the tyranny of the entertainment and recreation function on the rest of the communication functions, as well as the rule of language and dialects dialect, and the lack of awareness of what the messages carry communication of the contents and patterns of communication varied methods and objectives.

As well as the achievement of the goals planned in advance by the control of the Internet environment, such as the spread of anarchism in the overall communication activities, and the promotion of entertainment and consumer culture on the rest of the communication activities and marketing under the umbrella of freedom of expression and communication guaranteed by the principles of human rights, is the result of communication policies intended to achieve the function of relaxation and moving objects. The communication of awareness and productive thinking, and the trend towards continuous excitement of sexual instincts, and promote the spirit of consumerism, and away from what is happening in their real communication environments, with the possibility of activating and stir communication objects whenever. The content of Media has been demonstrated by various forms: videos, scraps, news stories, news alerts, files, pictures, films, commentary on comments, films, blogs, iodine's, and participatory sites Collectibles, wikis, and twitter, and open source sources such as Wikipedia, YouTube, and chat rooms (6).

#### **Sixth: Field study: Media training at the Faculty of Information - University of Baghdad**

1- Languages that are well known by the respondents

Table (1) Languages in which respondents are good

Preliminary studies		Postgraduate students		Professors		Language
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	

66.66	36	33.33	5	37.03	10	English
3.70	2			3.70	1	French
						Russian
				3.70	1	German
29.62	16	66.66	10	55.55	15	No language
100	54	100	15	100	27	Total

Table 1 data refer to several points remarks:

- The majority of professors and postgraduate students in the Faculty of Information do not know a dominant foreign language, and this is a negative indicator.
- This result can make the majority of media professors and their successors recipients and chants of knowledge is not modern and keep pace with the development of knowledge and skills in the field of communication science.
- This finding also indicates that the majority of media professors cannot compete with their counterparts in developed countries in terms of developments in theorizing and practice in this area.

## 2 - The relationship of vocabulary curriculum by the specialty

Table (2) the extent to which the vocabulary of the journalistic curriculum related to their competence

Percentage	Frequency	Relationship of curriculum vocabulary to teaching competence
42.85	12	General
60.71	17	Specialized
	-	Has no relation
3.57	1	Refused to give an answer
100	28	Total

Table 2 data refer to several factors:

- The majority of the teachers in the Faculty of Information of the curriculum in terms of their exact competence, and conversely, also, a large number of respondents constitute the percentage of (42.85%) curriculum vocabulary in relation to their general competence.
- This result has a clear impact on the media qualification of students, which calls for a focus on the strict specialization in the teaching of the vocabulary of the media curriculum.

## 3 - Professional qualification of academic qualification

Table (3) the extent of professional qualification of academic qualification

Preliminary studies students opinion		Post students opinion		Professors opinions		Professional degree
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
				7.14	2	Excellent
19.23	10	26.66	4	42.85	12	Very Good
28.84	15	66.66	10	32.14	9	Good
38.46	20	6.66	1	10.71	3	Medium
11.53	6			3.57	1	Pass
1.92	1			3.57	1	Weak
100	52	100	15	100	28	Total

**Table 3 data refer to several data**

- The image of the teaching staff about the extent of their professionalism in the academic qualification differs from the photographs formed by them in the students of postgraduate studies and preliminary studies.

- One of the reasons for the dominance of this mental image can be attributed to the lack of proficiency of the majority of teachers, not one of the dominant foreign languages, as well as provided information in the field of media and limited information and technical applications in the field of academic rehabilitation.

**4 - Keep up with the media curriculum**

Table (4) the extent of keeping up with the media curriculum of the recent developments in communication science

Preliminary studies students opinion		Post students opinion		Professors opinions		Keep up with the curriculum
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
30.76	16	20	3	39.28	11	keeping up
28.84	15	13.33	2		-	Not keeping up
40.38	21	66.66	10	60.71	17	keeping up to some extent
100	52	100	15	100	28	Total

Table 4 data refer to several data

- The majority of respondents from trainees and postgraduate students believe that the curricula of media studies are in keeping with some of the recent developments in the field of communication science and media, which indicates the need to make some changes to the curricula for the necessity of media qualification.

- Some of the respondents believe that it is up to date and this is due to the fact that the science of communication and information includes many disciplines, and not all of them are not keeping up or keeping up to some extent with the developments in this field.

**5- Completion of curriculum vocabulary annually**

Table (5) is the curriculum vocabulary completed annually

Preliminary studies students opinion		Post students opinion		Professors opinions		Completion of curriculum vocabulary annually
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
34.61	18	26.66	4	42.85	12	Yes
11.53	6	13.33	2			No
53.84	28	60	9	57.14	16	To some extent
100	52	100	15	100	28	Total

Table 5 data refer to several data, including:

- The majority of respondents confirm that the curriculum is being completed to a certain extent, and this is among the negative indicators in the academic qualification of media.

- This result provides an indication of the lack of knowledge of students in all aspects of the vocabulary of media curricula, which necessitates the need to compensate for completing the vocabulary of the media curriculum.

**6. Reasons for incomplete vocabulary of the media curriculum**

Table (6) Reasons for not completing the vocabulary of the journalistic curriculum annually

Post students opinion		Professors opinions		Reasons
Percentage	Frequency	Percentage	Frequency	
54.54	6	50	13	Frequent holidays
1.090	1	34.61	9	Students' irregularity in attendance
1.090	1	15.38	4	Bad security situation

27.27	3		-	The number of vocabulary of the curriculum
	11		26	Total

The data in Table (6) refer to several data, including

- The majority of the respondents of the professors and graduate students confirmed that one of the most influential reasons for not completing the vocabulary of the curriculum is the large number of official holidays, while differed in the extent of the impact of the rest of the causes.

The interpretation of this result is due to the lack of priority among university students the implications of the security environment crisis in Iraq, which requires focusing on the element of flexibility in the teaching plan to compensate for the rest of the vocabulary of the media curriculum.

## 7- Academic rehabilitation halls in terms of number of students

Table (7): How appropriate are the halls for academic qualification in terms of number of students

Preliminary studies students opinion		Post students opinion		Professors opinions		Classrooms and student preparation
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
55.76	29	41.71	7	50	14	Suitable
11.53	6	29.41	5	14.28	4	Not suitable
32.69	17	17.64	3	35.71	10	To some extent
100	52	100	17	100	28	Total

The data in Table (7) refer to several data, including:

- Approximation of the views of the respondents of the teachers and students of preliminary studies on the appropriateness of the classrooms for academic qualification, and their contrast with the views of postgraduate studies.

- Controls the appearance of those results several criteria, including the number of which represents the difference in the number of graduate students on the preparation of preliminary studies, and the standard nature of vocabulary curriculum.

There is an urgent need to consider the preparation of students according to international scientific standards, because this has a clear impact on the levels of scientific and professional academic qualification.

## 8. Halls and means of clarification and communication techniques

Table (8) the extent to which the halls are suitable for academic qualification in terms of means of illustration and communication techniques

Preliminary studies students opinion		Post students opinion		Professors opinions		Halls and means of clarification and communication techniques
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
32.69	17	46.66	7	14.28	4	Suitable
28.84	15	33.33	5	28.57	8	Not suitable
38.46	20	20	3	57.14	16	To some extent
100	52		15	100	28	Total

Table (8) data refer to several data, including

- The convergence of some of the views of the respondents from the professors and students of postgraduate studies and preliminary studies in the emphasis on the lack of appropriate classrooms in terms of techniques, and the difference in the weight of a suitable category, and suitable.

- The results of these results are subject to several criteria, including the number of students who are different from the preparation of preliminary studies, the nature of the vocabulary of the curriculum, the criterion of the need for technology and the standard of technical qualification of the classrooms.

- There is a need to rehabilitate the classrooms and to clarify the communication techniques of their great role in changing the level of scientific and vocational academic qualification.



## 9. How much does digital media invest?

Table (9) Are digital media sites used for training purposes?

Preliminary studies students opinion		Post students opinion		Professors opinions		The extent of investment
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
21.15	11	40	6	42.85	12	Yes
44.23	23	26.66	4	7.14	2	No
30.76	16	33.33	5	50	14	To some extent
100	52	100	15	100	28	Total

Table 9 data refer to several data, including

- The investment of new sites for the purposes of training is one of the priorities of university education and postgraduate students, while we note that students of preliminary studies vary their views on the extent of investment for the purposes of media qualification.
- This finding indicates that there is no mechanism at the College of Information to invest new media sites for training purposes, and that this issue is subject to personal interpretations.

Preliminary studies students opinion		Post students opinion		Professors opinions		Training opportunities
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
13.46	7	6.66	1	17.85	5	Sufficient
55.76	29	46.66	7	25	7	Not sufficient
30.76	16	46.66	7	57.14	16	To some extent
100	52	100	15	100	28	Total

Table 10 data refer to several data, including

- Fewer views than the number of postgraduate students and the majority of students in preliminary studies expressed the views of some media professors on the lack of training opportunities. The majority of the teaching of the media corresponded to less than half the number of postgraduate students and the majority of students in preliminary studies. Limited and uneven on the adequacy of training opportunities.
- These results call for the need to increase the opportunities for academic training for its importance in media qualification.

## 11. Reasons for insufficient academic training opportunities in the field of media

Table (11) Reasons for the lack of academic training in the opinion of the media teachers

The reasons, according to the professors	Sequence
Number of students and number of stages more than scientific laboratories.	1
The duration of training is short and does not match the purpose of the training.	2
Training is not dealt with seriously.	3
Lack of seriousness of some students.	4
Students are not involved in field work in media organizations.	5
Lack of cooperation of some institutions.	6
Lack of applied study.	7
Lack of specialized academics with experience in media work.	8

Table (12) Reasons for insufficient academic training opportunities according to the opinion of graduate students

Reasons	Sequence
Do not train students enough to enter the media work.	1-



There is not enough time for field application.	2-
Lack of equipment and basic materials necessary for training and training.	3-
Lack of agreements between the college and the various media for vocational training.	4-
The majority of editorial sources rely on theorizing	5-
The majority of media professors are moving away from journalistic practice.	6-
Dependence on the theoretical curriculum with the presence of large academic training that does not upgrade to the level of the student.	7-

Table (13) Reasons for insufficient academic training opportunities according to the opinion of students of preliminary studies

Reasons	Sequence
There is no training or experience with some media organizations.	1-
Lack of sufficient time for practical training in a media qualification.	2-
Lack of training in the college despite the availability of equipment, and the college fear of the devices from misuse.	3-
The theoretical material takes most of the time in the lecture.	4-
The interest of Porsche's editors and radio instructors is low, and there are those who care but their percentages are low.	5-
Practical exercises contain simple things that are not commensurate with the nature of the media work.	6-
Lack of experience of some trainees.	7-
The field of training does not include all media related works.	8-

Table data (11, 12, and 13) indicate several data

- The image of the reasons for inadequate training of teachers and students is very similar, and includes all dimensions of the educational process, including the nature of the curriculum, the efficiency of teaching in the professional practice, the quality of the available techniques and laboratories, the number of students and their seriousness, Training.
- The lack of adequate academic training and dealing with it in this form, is considered a negative indicators that affect the quality of academic qualification media.
- In response to a question about the reasons for excluding the opportunity of academic training in the press organizations for media training, according to the opinion of the media teachers, which constitutes a part of the research sample, it was found that 53.57% of the respondents attribute the reason for lack of cooperation, and 21.42% The results are unsatisfactory, and (7.14%) of the respondents describe it as a bad experience, and (7.14%) of the respondents did not respond.

## 12 - Evaluation of student reports, projects and research

Table (14) the seriousness of the evaluation of reports, projects and research students

Post students opinion		Professors opinions		Calendar format
Percentage	Frequency	Percentage	Frequency	
53.33	8	50	14	In a scientific way
46.66	7	50	14	Transiently
				Not being evaluated
100	15	100	28	Total

Table (14) data refer to several data, including:

- The image formed on the seriousness of the evaluation of the reports and projects and research students in the professors and postgraduate students are very similar, some of them see that they are scientific, and some of them see that they are passing, and control the emergence of this disparate training in efficiency and diligence and sincerity in Teaching profession.

This is the result in its negative side of the indicators of weak academic qualification in Iraq, and in a question about the seriousness of the experience of student projects in the last stage, according to the opinion of prelimi-

nary studies, which form part of the research sample, found that (9,61%) of the respondents is a solid experience, (57.69%) of the respondents is considered a satisfactory experience, (32.69%) of the respondents prepared by a formal experience, and also, this experience of negative and positive indicators and attributed to the same reasons related to the educational process.

## 12. The extent to which the curriculum is adapted to the needs of the labor market

Table (15) the extent to which the curriculum meets the needs of the labor market

Preliminary studies students opinion		Post students opinion		Professors opinions		Curriculum and labor market needs
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
21.15	11	26.66	4	14.28	4	keeping up
23.07	12	20	3	14.28	4	Not keeping up
55.76	29	53.33	8	71.42	20	keeping up to some extent
100	52	100	15	100	28	Total

Table (15) data refer to several data

- The majority of the respondents from the teaching staff, graduate students and students of preliminary studies see the curriculum of media studies to be somewhat compatible with the needs of the labor market in the field of communication and information science, indicating the need to make some changes to the curriculum vocabulary for its necessity in media qualification.

- Some of the respondents believe that it is up to date. This is due to the fact that the science of communication and information includes many disciplines, and not all of them are not keeping up with the needs of the labor market, and the labor market is also suffering from many shortcomings, including what is human and cognitive, skills and material.

## 13. Criteria for the number of students admitted to the college

Table (16) Criteria for the number of students in the college

Post students opinion		Professors opinions		Standards
Percentage	Frequency	Percentage	Frequency	
66.66	10	53.33	16	Ministry plan
26.66	4	46.66	14	College Plan
				Market needs
6.66	1			Randomly
100	15		30	Total

Table (16) data refer to several data, including:

- The majority of the respondents of the teaching and postgraduate students believe that the ministry's plan and decisions determine the number of students in preliminary and higher studies. This indicates the absence of scientific awareness of the needs of the labor market and the college's plans to accept the students.

- Less than half of the answers of the respondents from the professors and some of the graduate students believe that the college plan depends on determining the numbers of new students.

- These results can be explained by the fact that the Ministry of Higher Education and Scientific Research in Iraq has been informed of the large number of decisions to expand acceptance, and one of the main reasons for this factor multiplied by the local pressure on the ministry and the poor security situation.

- These results prove the lack of independence of Iraqi universities in making decisions related to the learning process.

## 14 - The extent to which the faculty can qualify students in a scientific and professional manner

Table (17) the extent of the faculty's ability according to its human, material and technical capabilities to qualify the students in a scientific and professional manner?

Preliminary studies students opinion		Post students opinion		Professors opinions		College capacity
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
13.46	7	40	6	23.07	6	Can
55.76	29	6.66	1	7.69	2	Can not
30.76	16	53.33	8	69.23	18	Can to some extent
100	52	100	15	100	26	Total

The data in Table (17) indicate several factors:

- The majority of the respondents of the trainees and postgraduate students believe that the faculty ability to some extent according to its human, material and technical capabilities qualify the students of the media, despite the negative points that indicate the nature of training and media qualification in that academic institution.
- The majority of the respondents of the preliminary studies students, and a limited percentage of the answers of the respondents from the professors and graduate students believe that they cannot according to those possibilities to qualify the students media, while some of the respondents of the professors and students of graduate studies and students of preliminary studies that it can qualify media students.
- The different views on this subject can be explained by several factors, including: The first factor is that the College of Media is one of the institutions of media training, and not the only institution on which the students rely on their media qualification, and the second factor that the corresponding media training institutions in Iraq suffer more disadvantages, When compared to this institution, and the third factor that the reasons for weak media qualification related to all aspects of the media process is not recent, but accumulated.
- This result carries in the dimensions of weak academic qualification media

### 15 - Limits of conviction for academic qualification for college students

Table (18) Degree of satisfaction with the level of academic qualification for students of the college

Preliminary studies students opinion		Post students opinion		Professors opinions		ةعانؤلا
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
15.38	8	40	6	14.28	4	Sure
38.46	20	6.66	1	32.14	9	Not sure
46.15	24	46.66	7	53.57	15	Sure to some extent
100	52	100	15	100	28	Total

The data in Table (18) are consistent with the data of the previous table. They confirm a clear indication of the different contentment of the media college graduates in the media qualification, the absence of total conviction and the conviction of certain limits, which gives a clear indication that their outputs in the media qualification will not be ideal according to the variation The views of the respondents on the MADA satisfaction index for the students' college qualification.

### 16. Reasons for not believing in the academic qualification of the college students

Table (19) Reasons for lack of conviction in the academic qualification of students of the Faculty of Information

Preliminary studies students opinion		Post students opinion		Professors opinions		Reasons
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
44.64	25	13.33	2	44.44	16	Lack of seriousness of some students
19.64	11	33.33	5	22.22	8	Lack of experience of some teachers
32.14	18	33.33	5	22.22	8	Lack of sufficient material and technical resources
357	2	6.66	1	11.11	4	Number of students
100	56		15	100	36	عومجلا

Table 19 data refer to several data, including

- The reasons for the lack of conviction in the academic qualification of the students of the college in descending order according to the point of view of the respondents (teachers, students of preliminary studies and students of preliminary study) are descending according to the following order: lack of seriousness of some students, especially in the preliminary study; lack of sufficient material and technical resources; Number of students in limited percentages.

- These negative indicators can be addressed by the media and technical qualification, the method of acceptance of students, and the selection of competencies of teachers to be part of the system of media training.

### 17. Upgrading academic qualification

Table (20) Do you think that among the factors of upgrading the academic qualification is the use of international experts and twinning and the experience of the visiting professor in the field of academic qualification?

Post students opinion		Professors opinions		The use of international experts
Percentage	Frequency	Percentage	Frequency	
86.66	13	57.14	16	Yes
13.33	2	28.57	8	No
		14.28	4	To some extent
100	15	100	28	Total
Post students opinion		Professors opinions		Twinning with corresponding academic institutions
Percentage	Frequency	Percentage	Frequency	
93.33	14	75	21	Yes
		7.14	2	No
6.66	1	17.85	5	To some extent
100	15	100	28	Total
Post students opinion		Professors opinions		Using the visiting professor's experience
Percentage	Frequency	Percentage	Frequency	
66.66	10	53.57	15	Yes
		14.28	4	No
33.33	5	32.14	9	To some extent
100	15	100	28	Total

Table 20 data refer to several data

- The majority of respondents from the trainees and postgraduate students believe that the academic qualification should be upgraded by using international experts, twinning with the corresponding academic institutions and activating the experience of the visiting professor because it is important to accumulate knowledge and experience in the field of media qualification.

- Some of the respondents of the professor, do not rely on those factors in the field of academic qualification media, because they are not based on scientific planning, and cannot be perceived results significantly on the media qualification of students.

### 18 - Management and academic qualification

Table (21) the impact of those holding scientific posts in your college on the academic qualification of media

Post students opinion		Professors opinions		Effect of management on academic qualification
Percentage	Frequency	Percentage	Frequency	
60	9	46.42	13	Quality of academic qualification

20	3	35.71	10	Weak academic qualification
20	3	17.85	5	Declined to answer
100	15	100	28	Total

The data in Table (21) indicate several factors:

- There is a clear contrast between the views of the trainees on the impact of those who hold scientific positions in the College of Information on the academic qualification of media.
- The majority of respondents from postgraduate students believe that those holding scientific posts have a clear impact on the quality of academic qualification.
- The abstention of a number of subjects from teaching and postgraduate students provides a clear indication of dissatisfaction.

## 19. Working in the media

Table (22) the extent of the work of respondents in the media

Preliminary studies students opinion		Post students opinion		Professors opinions		Working in the media
Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	
28.84	15	46.46	7	42.85	12	Work
71.15	37	53.33	8	53.57	15	Not work
				3.57	1	Declined to answer
100	52	100	15	100	28	عومحلا

Post students opinion		Professors opinions		Geography of Media Courses
Percentage	Frequency	Percentage	Frequency	
33.33	6	67.74	21	Local
11.11	2	21.90	4	Arabian
22.22	4	9.67	3	International
22.22	4	9.67	3	Not share
100	18	100	31	Total

Table 23 data refer to several data

- The majority of the participants of the training have participated in local courses established by information centers, and the few participated in Arab and international courses.
- The respondents from the graduate students include their participation in the courses of information descending according to the following: local courses, international courses, Arabic courses.

This result indicates that some graduate students may have knowledge and experience in the field of media, 63.46% of them participated in contributing to the development of their knowledge and expertise in the field of media. This requires decision makers in the media college to intensify the knowledge and skills related to the modern curriculum.

## 21. Proposals for the development of media training in academic media institutions

Table (24) Proposals for the development of media training in academic media institutions

Proposals	Numbering
Consider the issue of central acceptance.	1
Pre-admission tests.	2
Admission of students wishing to study media.	3

Updating scientific curricula in the college.	4
Organizing training courses within the academic institution.	5
Organizing training courses and workshops with media organizations	6
Focus on hands-on training: (increase time, field visits, courses, workshops, provision of trainers).	7
Involvement in Arab and international training courses.	8
Encouraging research teams for teachers in specialized subjects.	9
Selection of competencies of teachers to teach media students.	10
Providing the appropriate environment for university education in the field of information.	11
To review the leading academic experiences and activate the experience of exchanging experiences between local and Arab universities according to university agreements.	12
Activate the experience of the visiting professor and experience the twinning.	13
Take advantage of leading experiences in remote lecture management.	14
Convert classrooms to virtual studios.	15
Providing laboratories and modern technologies to suit the numbers of students.	16

## Conclusion

- The majority of professors and postgraduate students at the College of Information in Iraq are not fluent in a dominant foreign language, and their knowledge is not modern and keeps up with the pace of development, and cannot compete with their counterparts in developed countries in terms of developments in theory and practice.
- Most of the teachers in the Faculty of Information for the curriculum vocabulary have a relationship with their exact competence. In contrast, there are also a large number of respondents who make up the percentage (42.85%) of the syllabus related to their general competence.
- The image of the majority of the teaching staff about the extent of their professionalism in the academic qualification differs from the images that they have created for several reasons, including: lack of proficiency in one of the foreign languages prevailing, and provided information in the media, limited media and technical applications in the field of academic qualification.
- The majority of the respondents of the training and postgraduate students believe that some changes should be made in the media curricula for the necessity of media qualification and meeting the needs of the labor market.
- Among the negative indicators in the academic qualification is that the curriculum is being completed to a certain extent.
- The large number of public holidays as well as the security environment in Iraq is one of the most important reasons for the lack of completion of vocabulary curriculum.
- Approximation of the views of the respondents of the teachers and students of preliminary studies on the appropriateness of the classrooms for academic qualification, and their differences with the views of the graduate studies according to the standard number, which represents the variation of the number of graduate students on the preparation of preliminary studies, and standard of the nature of vocabulary curriculum.
- The divergence of the views of the respondents from the professors and students of postgraduate studies and preliminary studies in the appropriate extent of the classrooms in terms of techniques gives a clear indication about the type of technical deficiencies in the rehabilitation of media qualification halls.
- The investment of new media sites for the purposes of training does not have a mechanism in the College of Information, and this issue is subject to personal interpretations.

- The divergence, convergence and differing views on the adequacy of training opportunities between the teaching of information and students of graduate studies and students of preliminary studies, with the emergence of the need to increase the opportunities for training and varying rates.
- The image of the causes of inadequate training of teachers and students is very similar, and includes all dimensions of the media rehabilitation process, and the weakness of academic training is considered a negative indicator that affects the quality of academic qualification media.
- The differences in training in efficiency, diligence and loyalty in the teaching profession, especially with regard to the seriousness of the evaluation of reports, projects and research graduate students.
- Some of the respondents believe that it is up to date. This is due to the fact that the science of communication and information includes many disciplines, and not all of them are not keeping up with the needs of the labor market, and the labor market is also suffering from many shortcomings, including what is human and cognitive, skills and material.
- The outputs of the Faculty of Information and its human, material and technical capabilities give a clear indication that it cannot be ideal in the media qualification, or it can be characterized by the quality of the media qualification in that academic institution, according to the different views of the respondents on the extent of the faculty's ability to train students in media. The negatives that indicate the nature of training and qualification in the academic institution.
- The reasons for the lack of conviction in the academic qualification of media in the calculation of the point of view of some of the respondents were desirable in the lack of seriousness of some students, especially in the preliminary study, and lack of sufficient material and technical capabilities, and lack of experience of some of the teachers.
- The need to upgrade the academic qualification media using international experts, and twinning with the corresponding academic institutions, and activate the experience of the visiting professor, because of these experiences of importance in the accumulation of knowledge and experience in the field of media qualification.
- The divergence of the views of the trainees on the impact of those holding the scientific posts in the media college on the academic qualification of the media, while the majority of the respondents from the graduate students believe that they contributed to the quality of the academic qualification media.

### Recommendations

- Calling for the qualification of university teaching in one of the famous foreign languages because of its great importance in the knowledge of the latest developments in knowledge, especially in the field of jurisdiction.
- Call for media teaching to update their knowledge in the field of media, especially in the area of specialization, and to invest in modern technologies in enriching the practical side.
- Invite decision-makers in academic media institutions to form media committees in various fields of communication and information science to make changes in some vocabulary of the curricula of media studies and in line with the knowledge and professional developments in this area and the needs of the labor market.
- The need to compensate for the completion of the vocabulary of the media curriculum so that students know the whole vocabulary of the curriculum of the media.
- Urged the university teaching media in Iraq to put among the priorities of the repercussions of the security environment crisis in Iraq, which requires focus on the element of flexibility in his teaching plan.
- Invitation to take into account the preparation of students in the halls of scientific and professional qualification in accordance with international scientific standards, because of its obvious impact on the levels of academic and professional academic qualification for students of media.
- Emphasis on the strict specialization in teaching the vocabulary of the media curriculum, because of its obvious impact on the media qualification of students.
- Call for the rehabilitation of classrooms by means of illustration and communication techniques for their great role in changing the level of academic and scientific qualification and vocational student's media.
- Invitation to the university teaching media to invest the technical and professional capabilities of



the new media sites for the purposes of media qualification.

- Call for the need for renewal in the vocabulary of media curricula and increase the opportunities for academic training for its importance in media qualification.

- To invite the teachers to be more careful in the follow-up and evaluation of reports and projects and research graduate students.

- Call for reconsideration of the human, material and technical capabilities in the College of Information in order to approach the quality of training and media qualification in that academic institution.

- Advocacy for upgrading the academic qualification using international experts, twinning with the corresponding academic institutions and activating the experience of the visiting professor.

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