

## **Graduation project course College of Media and Marketing**

Prepared by Dr. Mahitab Elrafii

DGM 761

**Intro- Lecture**



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# Introduction



Graduation projects are a real opportunity for students to apply what they have learned during their academic studies





Intro-  
Lecture

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## Introduction:

**Graduation projects** are a real opportunity for students to apply what they have learned during their academic studies, and to work on projects that contribute to community development and improving the quality of life.

Completion of graduation projects requires the application of scientific research methods, and the use of modern tools and technologies in the field of media in order to complete and produce unique and innovative media projects, achieve practical benefit to society, and excel in the labor market.

**During the preparation of graduation projects in the field of media, researchers need to employ the knowledge and experience gained during their study period, develop team spirit and teamwork, cooperate with each other and with academic supervisors, exchange ideas and experiences, analyze and discuss results and put forward recommendations and future visions.**

- Introducing students to the nature of scientific research and motivating them to think scientifically and to use scientific methodology in research and analysis.
- Clarifying the basic concepts in media research and its fields (digital media), in order to qualify students to understand and use the various tools and approaches in this field, and to deal effectively with the transformations and changes that occur in it.
- Enhancing students' scientific research skills, defining the steps and methods of media research, and the tools for collecting and analyzing data and information, so that they can carry out specialized and high-quality scientific research.

- Providing students with the skill of using data collection tools in preparing a proposed plan for media research, in an integrated manner and through advanced analytical skills that allow them to analyze data and draw conclusions.
- Employing scientific research steps in preparing a proposed research plan, with the aim of enriching the academic field and scientific production, and enhancing students' capabilities in scientific thinking and using scientific methodology in analysis and evaluation.

**Graduation Project Controls:**

- The student submits a proposal with proposed titles to discuss the graduation project during the first week of the study.  
The student must obtain the approval of the general supervisor of the course on the research title.
- Viewing the recorded lectures of the course on a weekly basis and the scientific application of these steps periodically in the graduation project.

- The student is obliged to submit the project plan (Proposal) during the third week of the semester.
- - The project plan is discussed by faculty members in a seminar to be held in the fourth week of the semester to decide whether or not to register the subject of the project with the university administration.

- The deadline for submitting all plans must be the fifth week of the semester.
- The student distributes a copy of the research plan to the faculty members attending the seminar 24 hours before the seminar, after obtaining the approval of the course supervisor to distribute a copy of the project plan.

- - The project plan is approved based on the approval of more than 85% of the faculty members discussing in the seminar, and the project is completed after approval that the topic is applicable.
- - The project that does not obtain the approval of 85% of the faculty members, the student makes all the required amendments and presents it again after seven days from the date of the seminar and after obtaining the approval of the graduation project supervisor.

- Any graduation projects that are not registered on the date set for registration, which is the fifth week after passing the registration seminar, are not approved.
- Students are committed to attending 70% of the weekly panel discussions scheduled for the semester 7/10 academic weeks.
- The student adheres to all the instructions and steps required to complete the research and finish it to the fullest according to the scientific research steps.

- Examination of the citation percentage, provided that it does not exceed 25% in the research, which is meant by the total citation percentage from all sources and references that were relied upon in the preparation of the research.
- The full study must be submitted on time, which is in the eleventh week of the semester, provided that the projects are discussed before the final semester exams are held.

## Section One

### Preparing a graduation project plan (proposal)

The student must submit the plan according to the following steps:

- Research Title.
- the introduction.
- Previous studies
- the study Problem.
- the importance of studying.
- Objectives of the study.
- Study questions.
- Study concepts.
- Study questions and assignments.
- Theoretical framework.
- The methodological framework of the study.
- Data collection tools and study measures.
- fields of study.
- The proposed statistical measures and tests to be used.
- The proposed classification according to the time plan.
- List of primary sources and references.
- Study supplements.

## **Research Title:**

### **The title takes into account the following criteria:**

The title accurately expresses the research problem.

The title should accurately reflect the main variables of the study.

It should be brief and not derogatory.

- To be objective, balanced and comprehensive of the data and information of the study.

It should be a new and non-repeating title for previous studies.

**Introduction: The introduction takes into account the following criteria:**

- The introduction should be a prelude to the topic of the research project.
- It includes the reasons and motives for choosing the research topic.
- Presentation of the important points included in the research project.
- Highlights the importance of the study and the community's need for it.
- The presentation should be graded from general to specific.
- Explain the specific problem and link it to the available knowledge.
- Linking it to previous studies related to the subject, while analyzing the point of view of previous studies and benefiting from them, and determining the data that can be deduced from them.

## **The importance of studying:**

### **The following criteria are taken into consideration:**

- Show the importance of theory.
- Clarify the expected scientific importance.
- Referring to the entities that benefited from the results of the study and the areas of this benefit.

**Study questions:**

- Clarifying the main question that the study seeks to answer.
- Explain the sub-questions of the study.
- Ensure that the questions are related to the study problem.
- Ensure that the questions are consistent with the objectives of the study.

### **Previous studies and theoretical framework:**

- Presentation of studies according to axes related to the variables of the study.
- The studies should be characterized by modernity, originality, and the strength of their sources that have a strong impact.
- Starting from the results of previous studies.
- Criticizing previous studies and highlighting ways to benefit from them.

**Theoretical starting points of the study:**

Theory and research are two essential elements in scientific research. Theory provides the theoretical framework that helps the researcher to understand and analyze different social phenomena, and provides the theoretical foundations for research and directs it towards questions and appropriate tools for collecting and analyzing data. Theory and research are also integrated together in analyzing data and drawing up results and conclusions. Thus, theory and research work together to provide a framework that helps researchers understand and analyze different phenomena accurately and reach reliable scientific results and conclusions.

### **Methodology and Research Methods:**

- Determine the research method used in the study.
- Clarifying the curriculum's relevance to the subject of the study.
- Explain the methods of using the method in the study.

### **Fields of study:**

Defining the field (spatial, human, and temporal).

The proposed classification according to the time plan.

Documenting primary references and sources.

## **Section two::**

- The rules governing writing, organizing and directing the graduation project
- - The general framework for writing the graduation project.
- Contents of the graduation project.
- Part One: Introduction.
- The second part: the theoretical framework of the study.
- The third part: the applied study and its methodological procedures, which include analyzing the data of the study and writing and discussing its results.
- Part Four: Study Appendices.

## **The general framework for writing the graduation project:**

The student is committed to following the academic standards in writing the report, taking into account the status of sources and the method of appendix according to the following scientific methods:

- The student must use the scientific language, including concepts, terms, definitions, quotes and theories, and stay away from colloquial language in the scientific writing of the project

- Titles should be specified in a manner consistent with the subject of the study, and translated into Arabic and English.
- The study can be written in Arabic or English, written in proper language and avoiding any grammatical or spelling errors.

- The font size should be (14) for the text, the main headings (chapters) should be 18 bold, the subheadings should be 16 bold, and the font type Sakkal Majalla should be used, and the space between lines should be 1.5, and the margins should be 3.5 cm on the right and 2.5 cm on the left.
- Leave a line space between the main heading and the subheadings, and that the space when writing the main headings, headings of tables and figures be single, and create an indentation.

- Page numbering is at the bottom of the page.
- Indexing of contents, tables and illustrations.
- Taking into account the balance between the chapters in the study, and the existence of a simplified introduction to each chapter that deals with what the researcher will deal with in the chapter.

- The need to arbitrate the study tools in a scientific way.
- Interpreting statistical analysis tables and linking the results to the theoretical part.
- Ensure that all the sources used are documented and included in the project's reference list and within the text, and that defining references are included in the main part of the text.

- The student must include the sources and references used in the study completely in the list of references in alphabetical order at the end of the research.
- All accessories that were used in the scientific application of the study must be included in the data collection tools and the list of arbitrators for those tools or correspondence with the institutions in which the application is made.

### Conclusion::

- The researcher writes an abstract in Arabic and English for his research project, regardless of the language of writing the project, whether (Arabic-English). The abstract includes at least four main paragraphs that include the following:
- The problem of the study, the reason for choosing it, and the importance of addressing it at the theoretical and scientific level.
- The type, scope, methodology and research tools that were relied upon to achieve the objectives of the study.
- The most important findings of the project in terms of results that can be benefited from.
- The significance of the results and the possibility of their practical application, and the suggestion of the proposed professional scenarios and perceptions.

With best wishes for good luck,,,



Thank You