

The Reality Of Practical Application In The Media Ba Program In The Media Faculties In Jordanian Universities Yarmouk University As A Model

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Abstract

The study aimed to identify the role of the practical courses in the Faculty of Mass Communication at Yarmouk University in providing its graduates with the skills of the media labor market. The contribution of practical study courses in providing graduates with the specifications required in the labor market came to a high degree. and "Strength of Personality" with a mean of (2.58), while the contribution of the practical study courses was to provide graduates with the professional skills required in the practice of media work to a high degree, as the most important of these skills was "the ability to collect data and information from various sources easily" with a mean of (. 2.54), and "Arabic Language Proficiency" and "Accuracy and Objectivity in

Media Dealing" with an arithmetic mean of (2.46) for each of them. in the digital age.

Key words: practical courses, graduates of the Faculty of Mass Communication, labor market skills, Yarmouk University.

Introduction

The media application is considered one of the basics of journalistic work and one of the desired things to achieve the idea of a professional journalist. The suffering today and the preoccupation in question is the adoption of purely theoretical programs in university teaching for media professionals. This is what led many students to go to private training centers outside the university, and this also led to criticism of training. media professionals in journalism universities in Jordan due to the lack of applied supervision and the lack of field training for many professors, and this negatively affected the media's intellectual production and quality of qualification. Rather, private audiovisual and electronic media outlets emerged, and created an atmosphere of competition in order to acquire the well-trained human element in order to expand the prospects for success for these institutions. From here, the idea of turning to the applied side in journalistic training began in front of the emergence of training centers in the media and to control the fate of media rehabilitation. Machine Translation (MT) is the study of the computer systems or online applications in transferring the Natural Languages from one language into another. [[1]] shows that MT systems are "applications or online services that use machine-learning technologies to translate large amounts of text from and to any of their supported languages. The service translates a "source" text from one language to a different "target" language". The availability of such online systems for free or at low costs makes it necessary to verify the effectiveness of MT systems in dealing with natural languages especially with the languages which belong to different families such as English and Arabic. (*, Zakaryia Almahasees¹, Al-Taher Mohammad², Helene Jaccomard³)

Therefore, the practical courses in the media faculties in the Jordanian academic institutions must be an integral part of the educational system in the course of the university student during his university stage, as these courses play an important role in providing students with the necessary knowledge and skills that allow him to practice media work in the future. During these courses, students acquire technical and technical skills, in addition to learning how to employ technology, techniques, applications, and modern tools in the production of media materials, whether in the field of journalistic editing in the written or electronic press, or in the production and preparation of radio and television programmes. And other skills related to the media production process. Based on the foregoing, the basis of media practice in media institutions is primarily based on the skills acquired by the student during his undergraduate studies. Therefore, this study investigates the role of practical courses in the Faculty of Mass Communication at Yarmouk University in providing its graduates with labor market skills. media that students need in their media practice> Bosnan and Raya (2022) conducted a field study on a sample of Algerian media professionals to determine the extent of informational and technical control over the requirements of professional performance, editing, and electronic publishing, taking into account the digital media environment. The performance of Algerian media professionals in the digital environment is characterized by technical and linguistic incompetence, which negatively affects the profitability of media performance and digital media operations in Algeria.(Al Manaseer K Dr. Ashraf Mohammed)

The study Problem :

Many countries, especially developed countries, are very interested in training journalists, and this is of course due to the stability and sustainable development that the media can provide within society. From daily and weekly periodicals and newspapers, this field witnessed remarkable development, and the openness was not limited to the field of written journalism only, but Algeria witnessed the emergence of private television channels after allowing private individuals to invest in this field, this encouraged the

emergence of a large-scale media market with channels and newspapers in need of resources Well-trained human beings to accommodate all the requirements and needs of the Algerian people from the media.

The large spread and expansion of media organizations in Jordan; To open the doors for students of media faculties to engage in the labor market, and at the same time the inevitable development of special technical techniques in media production, and its various programs, played a major role in the need for media students to possess various skills such as the skill of writing and editing texts, photography, montage,

And the use of mobile phones in the production of media content, so that they can compete in a labor market in which there are large numbers of graduates of media colleges, and in light of this, and with the scarcity of Jordanian studies directly related to the importance of practical courses in media colleges, the problem of the study is represented in the following question: The role of practical courses in the Faculty of Mass Communication at the Yarmouk University in providing graduates with labor market skills. With the advent of the Internet, social networking sites have spread, and their number has increased dramatically. The number of its users, especially school and university students, who use these sites for social communication and entertainment for obtaining information and exchanging experiences with their peers has increased.(Dr. Majid numan Al-Khudari)

The importance of studying scientific significance

1. The importance of the subject under study in light of the scarcity of studies at the Jordanian level that dealt with the relationship between practical courses in media faculties and the skills of the media labor market.
2. Exposing the relationship between the reality of the practical courses in the media colleges in providing their graduates with the media skills required in the labor market that enable them to practice media work.
3. Shedding light on the skills that should be available to graduates of media colleges that enable them to practice media work in Jordanian media institutions.

Objectives of the study

The main objective of this study is to identify the role of the practical courses in the Faculty of Mass Communication at Yarmouk University in providing its graduates with the skills of the media labor market. A set of the following sub-

objectives stems from this objective:

1. Recognizing the degree of practical study courses' contribution to providing graduates of the Faculty of Mass Communication at Yarmouk University with the specifications required in the labor market.
2. Recognizing the degree of practical study courses' contribution to providing graduates of the Faculty of Mass Communication at Middle East University with the professional skills required in the practice of media work.

Study questions

1. What is the degree of the contribution of practical study courses in providing graduates of the Faculty of Mass Communication at Yarmouk University with the specifications required in the labor market?
2. What is the degree of the contribution of the practical study courses in providing the graduates of the Faculty of Mass Communication at the Middle East University with the professional skills required in the practice of media work?

study hypotheses

- There are statistically significant differences between the degree to which graduates of the Faculty of Mass Communication at Yarmouk University acquire labor market skills, according to the following personal variables: gender, specialization, years of experience, media outlet, and workplace.
- There are statistically significant differences between the degree of practical coursework contribution to the graduates of the Faculty of Mass Communication at Yarmouk University providing the professional skills required in the practice of media work, according to the following personal variables: gender, specialization, years of experience, media outlet, and workplace.
- There is a statistically significant relationship between the contribution of scientific study courses in providing graduates of the Faculty of Mass Communication with the specifications required in the labor market, and the professional skills required in the practice of media work.

procedural concepts

Practical courses in media faculties: They mean the applied courses taught by students at the Faculty of Mass Communication at Yarmouk University over a period of four years, through which they develop their capabilities and necessary skills that qualify them to work in various media institutions.

Labor Market Skills: It refers to the set of basic skills that must be available in the graduate of the Faculty of Mass Communication at Yarmouk University, which qualifies him to obtain a job or practice media work.

Professional Practice: It is the practice of a graduate of the Faculty of Mass Communication at Yarmouk University for media work in one of the Jordanian media institutions, and the associated foundations and criteria for defining the duties and tasks that he undertakes within the media institution in which he works.

The limits of the study

Objective boundaries: It is represented in the role of the practical courses in the Faculty of Mass Communication at Yarmouk University in providing its graduates with the skills of the media labor market.

Temporal limits: the time period from July 30 to August 18, 2022.

Spatial boundaries: This study was applied to a sample of graduates of the Faculty of Mass Communication at Yarmouk University who practice media work in Jordanian media institutions.

Previous studies

By reviewing previous studies related to the subject of the study, it becomes clear that there is a great interest in foreign and Arab studies in this subject, with the scarcity of Jordanian studies directly related to it. Therefore, the researcher deals with these studies, as follows:

Zhang's study (2022) aimed to reveal the relationship between journalism and media education in Chinese universities, and the requirements of the labor market, in order to reform vocational education for media in keeping with the era of digital technology. The study was based on experimental research by selecting (120) students in a Chinese university. Where they were selected from four

semesters, and they were divided into two experimental and control groups, and the results of the study showed that there are deficiencies in media education in Chinese universities, and also stressed the need for students to possess new knowledge and technical skills that enable them to practice media work, in addition to changing the style of education. The results indicated that education reform requires an increase in linking curricula with professional practice. (79%), inviting students to participate in the teaching process (73%), and taking into account the individual characteristics of students in the teaching process (39%).

Wang's study (2022) aimed at identifying the professional skills of graduates of journalism and media students, and their compatibility with the curricula in media colleges in China. In addition to analyzing (724) job offers that include the professional skills that must be available in the applicant for the media job, the results showed that media organizations and companies tend to hire graduates who possess digital media skills, video production, and data analysis skills in addition to previous experience and the ability to communicate well. working under pressure, ignoring traditional journalism skills, The results indicated that many universities offer practical training programs within their courses, but there is a gap between the number of journalism graduates and the demand in the market.

Al-Mashali's study (2022) aimed to identify the degree of compatibility between the outputs of higher education in Yemeni universities and the needs of the labor market. The degree of compatibility of higher education outputs with the needs of the labor market in

Yemen, and the qualitative level of graduates was low.

The study (Rodríguez-Hoyos et al.2018) aimed to reveal how to develop practical courses in the field of media education in Spanish universities, by analyzing the content of (179) study plans in (83) Spanish universities, in addition to conducting (13) in-depth interviews. with university professors teaching media courses; To understand how they develop these courses, the results showed that teachers use a wide range of teaching methods and assessment tools,

with a large gap between the courses and their plans, and between the media practice.

Comment on previous studies

After reviewing previous studies related to the subject of the study, the following is clear:

1. Foreign studies relied mainly on analyzing the content of curricula and their plans in universities, conducting interviews, and devoid of field tools for data collection, except for the study of Tang & Chand, (2021), which relied on the method of scenarios and simulations of reality, and the study of (Zhang, 2022). , which relied on empirical research, while Arab studies relied on the survey method using the questionnaire tool for data collection and the interview tool, with the exception of the study (Azmy, 2019), which relied on exploring the labor market by reviewing four models of international experiences in digital education that support labor market skills. .

2. Previous studies agreed that there is a gap between academic curricula and the requirements of the media market, and that the reform of academic education requires an increase in linking curricula with professional practice, in addition to the need for universities to provide their students with more media skills, and the most important skills that the labor market needs in this period The current and future skills are: complex problem-solving skills associated with digital intelligence and related to thinking and analysis skills, cognitive perception, flexibility and crisis management, critical thinking and creativity skills, dealing with others by managing individuals and cooperation, mastering the use of communication technology in the media field, and familiarity with the needs of the new media labor market and its changing requirements.

1. The reality of practical courses in the Faculty of Mass Communication at Yarmouk University

The academic program for obtaining a bachelor's degree in the specializations of the Faculty of Mass Communication at Yarmouk University (Journalism and Mass Communication, Radio and Television, Public Relations) consists of 132 credit hours, in addition to compulsory and elective subjects from the university's requirements, and 6 hours of field training

in media institutions, as for courses in Study plans for academic programs are distributed between the theoretical side and practical training, and the training side has a large part of these study plans. We find that the journalism and media major includes about (60) practical hours, and the radio and television specialization has about (80) practical hours, while the practical courses in the digital media major reach about (90) practical hours. of practical courses in the College of Mass Communication are about (108) hours (*), and the faculty members of the college combine some theoretical courses that need practical application through assignments and projects, and discuss them in classrooms. The following table shows the practical courses that She teaches at the Faculty of Mass Communication at Yarmouk University.

Table No. (1): Practical Courses for the Media Program (Journalism and Media, Radio and Television, Public Relations)

hours	Course name	#	hours	Course name	#
3	Press reporter	3	19	Communication and society	1
3	Social media platforms	3	20	News and press report	2
3	Website design and management	3	21	Photojournalism	3
3	Ceremonies and etiquette	3	22	TV photography	4
3	Journalistic investigation and press interviews	3	23	Photography and digital montage	5
3	Radio and television output	3	24	Montage techniques	6

3	Applications in digital media	3	25	digital media	7
3	Design and production of advertising in the media	3	26	Preparing and producing radio and television programmes	8
3	Radio and television interview skills	3	27	investigative journalism (1)	9
3	Data journalism	3	28	investigative journalism (2)	10
3	Mobile journalism	3	29	electronic press	11
3	The news story industry	3	30	Media economics and leadership	12
3	Documentary (1)	3	31	1	13
3	Documentary (2)	3	32	digital cinema	14
3	Mass communication techniques	3	33	Electronic media campaigns	15
3	graduation project	3	34	Principles of digital production	16
6	Field Training	3	35	Research methods in the media	17
3	Radio and television news	3		Radio and television news	18
	108 hours	The total number of practical course hours			

methodological procedures for the study

Study type and methodology

This study belongs to the descriptive studies aimed at interpreting the characteristics of a particular issue, and providing a description of the people and attitudes towards the studied issue. Market the job.

The study population and its sample

The study population consists of graduates of the Faculty of Mass Communication at Yarmouk University among the media practitioners in media institutions. As a result of the lack of official statistics for the number of graduates working in media institutions, the researcher relied on a deliberate sample of (48) single graduates of the Faculty of Mass Communication at Yarmouk University who practice media work in institutions. Informative, Table No. (2) shows the personal variables of the study sample:

Table No. (2): Frequency distribution and percentages of personal variables for the study sample

The frequency	category	variable	percentage
%62.5	30	males	
%37.5	18	females	Type
%31.3%	15	Press and media radio	
%68.8%	33	2011	Specialization
%4.2%	2	2012	
%6.3	3	2015	Graduation Year
%8.3	4	2016	
%6.3	3	2017	
%10.4	5	2018	
%16.7	8	2019	
%10.4	5	2020	
%12.5	6	2021	

%25	12	Jordanian private sector		
62.5%	30	government sector Non-Jordanian		
%25	12	private sector		
%12.5	6	a radio station		
6.3%	3	TV channel		
%25	12	Electronic news sites		
%31.3	15	Media production companies		
%37.5	18	less than one year		
%29.2	14	From one to two years		
%27.1	13	more than two years		
%43.8	21	Media production companies		
		المجموع (ن) = 48		

Data collection tools

The researcher relied on the questionnaire as a tool in collecting study data, from graduates of the Faculty of Mass Communication at the Middle East University who practice media work in media institutions, by designing an electronic questionnaire on the (Google Drive) site, where the link to the electronic questionnaire was sent to the respondents via Facebook and the WhatsApp application during The period from July 30 to August 17, 2022, and the questionnaire

included the following axes and measures: The axis of the contribution of practical study courses in providing graduates of the Faculty of Mass Communication at the Middle East University with the required specifications in the labor market, and this axis consisted of (17) items, and the axis of the degree of contribution Practical courses in providing the graduates of the Faculty of Mass Communication at the Middle East University with the professional skills required in the practice of media work. This axis consists of (14) items, and the gradation of the scale in both axes is as follows: (3) high, (2) medium, (3) low, and the arithmetic mean levels were estimated according to the respondents' answers according to the following degrees: (0 - 0.99) low / (1 - 1.99) medium / (2 - 3) high.

Validity and reliability procedures

In order to ensure the validity of the study tool (questionnaire), the tool was presented to three specialists in the field of media and scientific research methodology (*), in order to review it and judge its validity for field application. A partial sample of the respondents consisting of (5) vocabulary, at a rate of (10%) of the total study sample of (48), with the aim of ensuring the clarity of its axes, and making the necessary adjustments accordingly; To ensure its safety, as for checking the stability of the tool; The researcher relied on the statistical analysis program (SPSS) by using the stability coefficient (Cronbach Alpha); To measure the internal consistency of the study tool (questionnaire) and to ensure its stability, the value of the stability coefficient for the axes was as follows:

Table No. (3): Cronbach Alpha stability coefficient for the study axes

The axis is the stability coefficient	the hub
0.858	The contribution of the practical study courses in providing the graduates of the Faculty of Mass Communication at the Middle East University with

	the specifications required in the labor market
0.841	The contribution of the practical study courses in providing the graduates of the Faculty of Mass Communication at the Middle East University with the professional skills required in the practice of media work

Statistical processing of data

The data were statistically processed and analyzed using the SPSS statistical analysis program, by resorting to the following statistical treatments, tests, and treatments: simple frequencies, percentages, mean, standard deviation, and Independent Sample T Test. One-way Anova and Spearman Correlation test.

First: the results of the field study

The first question: What is the degree of the contribution of practical study courses in providing media graduates at Yarmouk University with the required positions in the labor market?

The results indicate that the degree of practical coursework contribution to the graduates of the Faculty of Mass Communication at Yarmouk University acquiring the specifications required in the labor market was represented in "decent and acceptable appearance" with a mean of (2.69), then "strength of character" with a mean of (2.58), then "proficiency" Communication skills" with a mean of (2.56), then "the ability to make decisions" with a mean of (2.54), then "knowledge of media ethics and ethics" with a mean of (2.52), then "familiarity with various knowledge in media specialization" with a mean of (2.48). Then "social communication with members of society" and "teamwork" with a mean of (2.46) for each of them, then "the ability to solve problems in a scientific and realistic manner" with a mean of (2.37), then "critical thinking" and "creativity and innovation in the media major." "With an arithmetic mean

of (2.31) for each of them, then "Driving Skill" with an arithmetic mean of (2.29),

Then "social intelligence" with a mean of (2.27), then "familiarity with the foundations of managing media institutions and their economics" with a mean of (1.98), then "knowledge of the foundations of social marketing of innovative ideas" with a mean of (1.87), then "awareness of political, economic and social variables locally and regionally." and internationally" with a mean of (1.85), then "Familiarity with the needs of the new media labor market and its changing requirements in the digital age" with a mean of (1.77).

These results can be explained in the light of the importance of a decent appearance for a media graduate in the labor market, as personal appearance is considered part of the personality, so the practical courses direct graduates towards possessing and owning this characteristic, along with the strength of personality and self-confidence that is reflected in influencing the audience, and this It would increase communication and communication skills in providing various information.

The results of this study agree with the results of Wang's study (2022), which concluded that the most important skills that must be available to graduates of journalism and media students are digital media skills, the ability to communicate well, and work under pressure, while the results of this study differ with the results of Azmy's study (2019).), which concluded that the most important skills needed by the labor market are: complex problem-solving skills associated with digital intelligence and associated with thinking, analytical and cognitive skills. Communication technology in the media field, and familiarity with the needs of the new media labor market and its changing requirements

The second question: What is the degree of the contribution of practical study courses in providing graduates of the Faculty of Mass Communication at Yarmouk University with the professional skills required in the practice of media work?

The results indicate that the degree of the practical study courses' contribution to the graduates of the Faculty of Mass Communication at Yarmouk University providing the professional skills required in the practice of media work

was represented in “the ability to collect data and information from various sources easily” with an arithmetic mean (2.54), then “proficiency in the Arabic language.” And “accuracy, speed, and objectivity in media handling and verifying the veracity of facts” with a mean of (2.46) for each of them, then “using appropriate technological tools and capabilities for media specialization in producing media content” with a mean of (2.38), then “determining the principles and laws of freedom of expression and adherence to codes of honor media” and “correct and clear writing using appropriate templates for the media specialization and in a way that suits the target audience” with my average (2.35). For each of them, then “Mastering the art of self-presentation” with a mean of (2.29), then “Planning and implementing media production according to specialization” with a mean of (2.25), then “Mastering the art of dialogue management” with a mean of (2.21), then “Knowing communication strategies in crisis management” with a mean of (2.13), then “conducting scientific research and evaluating information for media specialization” with a mean of (1.98), then “knowing methods of measuring public opinion and its attitudes towards issues” with a mean of (1.94), then “mastery.” English language" with a mean of (1.90), then "proficiency in translation in different languages" with a mean of (1.87).

These results indicate that the practical study courses contributed to providing the graduates of the media faculties with the professional skills required in the practice of media work. These results can be interpreted in the light of the IJNet report, which emphasized the importance of the media’s ability to collect data and information from its various sources easily, and to master the Arabic language. And mastering the standards of the profession in terms of standards of journalistic work, accuracy, speed, and objectivity in media handling and verifying the veracity of facts, as these skills have become among the most important skills that must be available in the journalist practicing the profession, in order to keep pace with development and be able to find a job opportunity in a large and important media institution,

The results of this study agree with the results of Wang (2022) study, which concluded that the skills required in the

practice of media work are data collection and analysis skills, while these results differ with the results of Zhang (2022) study, which concluded that the media job market requires students to possess skills Knowledge and new technology that enable them to practice media work.

Second: the results of testing the hypotheses of the study

The first hypothesis: There are statistically significant differences between the degree to which graduates of the Faculty of Mass Communication at Yarmouk University acquire labor market skills, according to the following personal variables: gender, specialization, years of experience, media outlet, and workplace.

The most important results of the study are the following:

1. The degree of practical study courses contributed to providing the graduates of the Faculty of Mass Communication at Yarmouk University with the specifications required in the labor market to a high degree. and proficiency in communication and communication skills" with an arithmetic average of (2.56).

2. The degree of contribution of the practical study courses in providing the graduates of the Faculty of Mass Communication in Yarmouk with the professional skills required in the practice of media work came to a high degree. Proficiency in the Arabic language" and "Accuracy, speed and objectivity in media handling and verifying the veracity of facts" with an arithmetic mean (2.46).3. The results showed that there were no statistically significant differences between the degree to which graduates of the Faculty of Mass Communication at Yarmouk University acquired labor market skills, according to the following personal variables: gender, specialization, years of experience, media outlet, and workplace.

4. The results showed that there were no statistically significant differences between the degree of contribution of the practical study courses in the acquisition of the graduates of the Faculty of Mass Communication at Yarmouk University with the professional skills required in the practice of media work, according to the following personal variables: gender, specialization, years of experience, media outlet, and workplace.

5. The results showed that there is a statistically significant relationship between the contribution of scientific study courses in providing graduates of the Faculty of Mass Communication with the specifications required in the labor market, and the professional skills required in the practice of media work.

Recommendations

In light of the previous results, the study recommends the following:

1. Rearranging the priorities of study plans in media faculties, so as to contribute to educating students and directing them to the needs and requirements of the new media market in the digital age.
2. The media colleges, through their practical courses, increase the training hours.
3. Keeping up with the practical courses in the media faculties with the requirements of the media labor market.
4. Including in practical courses in media faculties the foundations of managing media organizations, their economies and policies.
5. Introducing software and artificial intelligence within practical applications in the teaching process and developing students' English language skills.
6. Keeping pace with the rapid developments in the world of media and electronic journalism.