

Decision of the FIBAA Accreditation and Certification Committee



15th Meeting on September 13, 2024

PROGRAMME ACCREDITATION

Project Number:	23/027
Higher Education Institution:	Middle East University-Jordan
Location:	Amman
Study Programme:	<ul style="list-style-type: none">• Bachelor in Broadcasting and T.V.• Bachelor in Journalism and Mass Communication• Bachelor in Digital Media
Type of Accreditation:	initial accreditation

The FIBAA Accreditation and Certification Committee has taken the following decision:

According to § 7 (6) in conjunction with § 9 (1) of the FIBAA General Terms and Conditions within the framework of procedures for the award of the FIBAA Quality Seal for Programmes from January 1, 2021, the study programmes are accredited.

Period of Accreditation: September 13, 2024 until September 12, 2029

The FIBAA Quality Seal is awarded.



Assessment Report

Higher Education Institution:

Middle East University-Jordan

Bachelor programmes:

- Bachelor in Broadcasting and T.V.
- Bachelor in Journalism and Mass Communication
- Bachelor in Digital Media

Qualification awarded on completion:

- Bachelor in Broadcasting and T.V.
- Bachelor in Journalism and Mass Communication
- Bachelor in Digital Media

General information on the study programme

Brief description of the study programmes:

Bachelor in Broadcasting and T.V.

Graduates shall be able to demonstrate knowledge of theories, concepts, legislation, and ethics related to radio and television, to master the use of radio and television production tools and techniques and to implement and produce media content based on the necessary standards of integrity. Thus, they can manage and market radio and television content that achieves the objectives of the media institution and responds to community issues and changes.

Bachelor in Journalism and Mass Communication

Graduates shall have a systematic understanding

- of modern communication and media theories and their role in shaping political, social, economic, and cultural systems,
- of journalism and mass communication principles, concepts, and foundations in light of the latest scientific findings.

By mastering journalistic skills and tools, they shall, among other things, solve problems in journalism and mass communication and demonstrate specialised linguistic, professional, technical and conceptual skills in writing and editing news, reports and investigations for publication across various media. In obtaining and verifying information, graduates show their research skills. Thus, they shall be able to manage media activities and projects, while taking responsibility and making decisions in the context of media work.

Bachelor in Digital Media

Graduates shall demonstrate a systematic understanding of theories, concepts, principles and sciences related to digital media. They master the skills, tools, and applications required to accomplish what is required in working in the field of digital media. They apply personal and creative skills in media work and assume responsibility for making decisions in the context of digital media work.

Type of all study programmes:

Bachelor programme

Projected study time and number of ECTS credits / national credits assigned to the study programmes:

4 years, 132 credit hours (240 ECTS)

Mode of study:

full-time

Didactic approach:

study programme with obligatory class attendance

Double/Joint Degree programme:

no

Scope (planned number of parallel classes) and enrolment capacity:

One at a time, about 40 students

Programme cycle starts in:

Both spring and fall semester

Initial start of the programme:

- Bachelor in Broadcasting and T.V. 2009
- Bachelor in Journalism and Mass Communication 2009
- Bachelor in Digital Media 2019

Type of accreditation:

Initial accreditation

Procedure

A contract for the initial accreditation of the programmes Bachelor in Broadcasting and T.V., Bachelor in Journalism and Mass Communication and Bachelor in Digital Media was made between FIBAA and the Middle East University on April 01, 2024. On August 07, 2023, the HEI submitted the self-evaluation report, which included a detailed description of the programmes and further documents in order to prove that the criteria for programme accreditation are met.

At the same time, FIBAA appointed a review panel¹. The HEI has agreed with the chosen experts. The panel consisted of:

Prof. Dr. Ralf Andersson

University of Southern Denmark
Professor of Journalism, Head of Centre for Journalism

Prof. Dr. Wagner

Drexel University
Director of the Digital Media Program at the
Antoinette Westphal College of Media Arts & Design

Prof. Dr. Gerhard Weber

TU Dresden
Professor for Human-Computer Interaction

Dr. Mona Kamal Ismail

Oman Association of Quality in Higher Education
College Dean/ Scientific College of Design

Dr. Magnus Thomas Müller

German-Mongolian Business Association
Managing Director

Thomas Ritzinger

University of Cologne
Student Media Studies/ Management and Media Economics (M.A.)

FIBAA project manager:
Nora Winckel

The assessment is based on the self-evaluation report, amended by further documents, as requested by the panel, and an online conference. The online conference took place on April 11-12, 2024 via the video conferencing tool *Zoom*. At the end of the online conference, the panel has given short feedback on its first impressions to representatives of the HEI.

¹ The panel is presented in alphabetical order.

The assessment report based on this was delivered to the HEI for comment on August 29, 2024. The statement on the report was given up on September 4, 2024. It has been taken into account in the report at hand.

Summary

The Bachelor in Broadcasting and T.V., Bachelor in Journalism and Mass Communication and the Bachelor in Digital Media offered by Middle East University fulfil the FIBAA quality requirements for bachelor programmes and can be accredited by the Foundation for International Business Administration Accreditation (FIBAA) for five years starting on September 13, 2024 and finishing on September 12, 2029. The programmes are in accordance with the national and the European Qualification Frameworks and the European Standards and Guidelines in their applicable version valid as of the time of the opening of the procedure, and in accordance with the Bologna Declaration.

The panel members identified several areas where the programme could be further developed:

- Logic and conceptual coherence (see chapter 3.1.1),
- Examination and final thesis (see chapter 3.1.7),
- Logic and plausibility of the didactical concept (see chapter 3.3.1),
- Equality of opportunity (see chapter 3.2.4),
- International contents and intercultural aspects (see chapter 3.4.1),
- Internationality of faculty (see chapter 3.4.3),
- Structure and quantity of faculty in relation to curricular requirements (see chapter 4.4.1),
- Cooperation with business enterprises and other organisations (see chapter 4.3.1),
- Alumni activities (see chapter 4.5.2),
- Quality assurance and quality development with respect to contents, processes and outcomes (see chapter 5.1).

The measures that the HEI takes in order to implement the recommendations of the panel members will have to be considered during the re-accreditation.

There are criteria in which the programme exceeds the quality requirements:

- Student support by the faculty (see chapter 4.1.6),
- Programme description (see chapter 5.3.1)

For the overall assessment of the programme, please refer to the quality profile at the end of this report.

Information

Information on the Institution

The Middle East University (MEU) is a private university located in Amman and accredited by the Ministry of Higher Education and Scientific Research of the Hashemite Kingdom of Jordan. In 2022, the HEI was ranked #111-120 in Arab Region Rankings and obtained the local quality assurance certificate (Golden level) from the Accreditation and Quality Assurance Commission for Higher Education Institutions for the academic programmes provided by the Faculty of Law, Faculty of Arts and Science (initially including the Faculty of Media as a department) and the Faculty of Business and Engineering. Moreover, it holds an ISO9001:2015 certificate and ASIC accreditation.

It was founded with three faculties in 2005 and 2007 and established six new faculties offering nine study programmes on graduate level. In the academic year 2008/2009, the University initiated 23 programmes on undergraduate level and in 2020, it introduces the Higher diploma. Internationally, the HEI entered a partnership with the British University of Bedfordshire and offers a joint programme in Pharmacy with the Strathclyde University in the UK.

The HEI's aim is to establish an international university campus supported by international partnerships, to complete the smart universities requirements and to restructure its programmes and majors in line with the labour market.

Information about the Faculty of Media

Teaching media at MEU began when it was founded in 2005, as a department of the Faculty of Arts. In the second semester of the academic year 2008/2009, an undergraduate programme was launched for the majors "Broadcasting and T.V" and "Journalism", according to which the Faculty of Media was established in the academic year 2009/2010.

The faculty, in addition to the MA in Media, offers three BA programmes in Journalism and Mass Communication, TV and Radio, and Digital Media which form also the departments of the faculty. The Faculty of Media at MEU is the first in Jordan to award a master degree in media. In 2022, the Faculty of Media obtained the Quality Assurance Certificate issued by the Accreditation and Quality Assurance Commission for Higher Education Institutions after meeting the requirements of quality assurance for media faculties. Obtaining this certificate contributes to the advancement of education's quality, and encouragement of competitiveness amongst local and Arab schools of Media, especially that MEU's Faculty of Media attains – every year – advanced placements in the University Competency Exam, confirming the University's commitment to the culture of quality.

Statistical data and evaluation results

According to the study plans, the average years of study is 4 years. The Faculty of Media offers two intakes each academic year in spring and fall semester.

Statistical Data of the bachelor programme Broadcasting and T.V.

Sample
Statistical Data



Study Programmes: Broadcasting T.V

	16-17	17-18	18-19	19-20	20-21	21-22	...
	1. Cohort	2. Cohort	3. Cohort	4. Cohort	5. Cohort	6. Cohort	
# Study Places offered by HEI	155	155	155	155	155	155	
# Applicants	Σ	49	57	52	39	45	68
	f	26	27	25	13	27	35
	m	23	30	27	26	18	33
Application rate	31.61%	36.77%	33.55%	25.16%	29.03%	43.87%	
# First-Year Students (accepted applicants)	Σ	49	57	52	39	45	68
	f	26	27	25	13	27	35
	m	23	30	27	26	18	33
Rate of female students	53.06%	47.37%	48.08%	33.33%	60.00%	51.47%	
# Foreign Students	Σ	11	10	7	6	6	9
	f	8	6	3	2	2	6
	m	3	4	4	4	4	3
Rate of foreign students	22%	18%	13%	15%	13%	13%	
Percentage of occupied study places	31.61%	36.77%	33.55%	25.16%	29.03%	43.87%	
# Graduates	Σ	40	39	35	4	2	0
	f	23	22	18	0	2	0
	m	17	17	17	4	0	0
Success rate (students who finished their studies)	81.63%	68.42%	67.31%	10.26%	4.44%	0.00%	
Dropout rate (students who dropped their studies)	6.12%	8.77%	3.85%	15.38%	4.44%	10.29%	
Average duration of study	6.6	6.79	6.77	5	4	-	
Average grade of final degree	3.28/4	3.35/4	3.39/4	3.33/4	3.72/4	-	

Statistical Data of the bachelor programme Journalism and Mass Communication

Sample
Statistical Data



Study Programmes: Journalism and Mass Communication

	16-17	17-18	18-19	19-20	20-21	21-22	
	1. Cohort	2. Cohort	3. Cohort	4. Cohort	5. Cohort	6. Cohort	
# Study Places offered by HEI	200	200	200	200	188	188	
# Applicants	Σ	12	29	56	66	20	32
	f	3	15	32	38	11	14
	m	9	14	24	28	9	18
Application rate	6.00%	14.50%	28.00%	33.00%	10.64%	17.02%	
# First-Year Students (accepted applicants)	Σ	12	29	56	66	20	32
	f	3	15	32	38	11	14
	m	9	14	24	28	9	18
Rate of female students	25.00%	51.72%	57.14%	57.58%	55.00%	43.75%	
# Foreign Students	Σ	2	2	15	7	2	4
	f	2	0	8	6	2	1
	m	0	2	7	1	0	3
Rate of foreign students	17%	7%	27%	11%	10%	13%	
Percentage of occupied study places	6.00%	14.50%	28.00%	33.00%	10.64%	17.02%	
# Graduates	Σ	6	17	33	16	2	0
	f	2	9	23	12	1	0
	m	4	8	10	4	1	0
Success rate (students who finished their studies)	50.00%	58.62%	58.93%	24.24%	10.00%	0.00%	
Dropout rate (students who dropped their studies)	25.00%	13.79%	1.79%	9.09%	5.00%	3.13%	
Average duration of study	8	6.86	6.52	5.44	3.5	-	
Average grade of final degree	2.79/4	3.27/4	3.48/4	3.49/4	3.31/4	-	

Statistical Data of the bachelor programme Digital Media

Sample
Statistical Data



FIBAA

Study Programmes:

	19-20	20-21	21-22	...
	4. Cohort	5. Cohort	6. Cohort	
# Study Places offered by HEI	81	81	81	
# Applicants	Σ	24	59	64
	f	13	25	38
	m	11	34	26
Application rate	29.63%	72.84%	79.01%	
# First-Year Students (accepted applicants)	Σ	24	59	64
	f	13	25	38
	m	11	34	26
Rate of female students	54.17%	42.37%	59.38%	
# Foreign Students	Σ	3	7	7
	f	2	3	4
	m	1	4	3
Rate of foreign students	13%	12%	11%	
Percentage of occupied study places	29.63%	72.84%	79.01%	
# Graduates	Σ	4	0	0
	f	1	0	0
	m	3	0	0
Success rate (students who finished their studies)	16.67%	0.00%	0.00%	
Dropout rate (students who dropped their studies)	0.00%	1.69%	6.25%	
Average duration of study	-	-	3.67	
Average grade of final degree	0	0	3.67/4	

The following table (11) and figure (7) (8) show the number of of students transferred and change programme and withdrawn:

Table (11): Number of students transferred, change programme and withdrawn

Academic year		2019/2020	2020/2021	2021/2022
Transferred to MEU		16	16	13
Transferred to another programme		68	28	12
Withdrawn	Journalism and Mass Communication	2	3	4
	Broadcasting and T.V	6	2	7
	Digital Media	0	1	2

Figure (7): Number of students transferred and change of programme

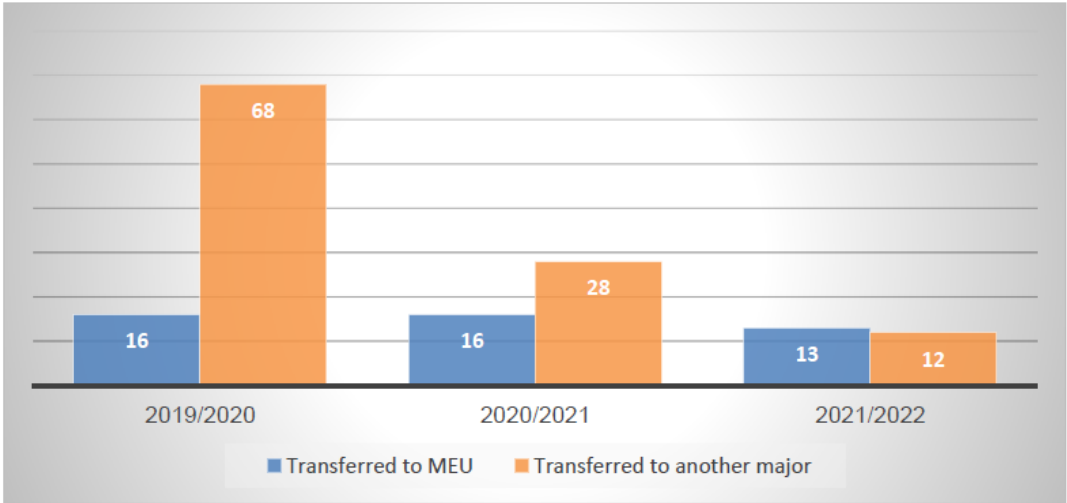
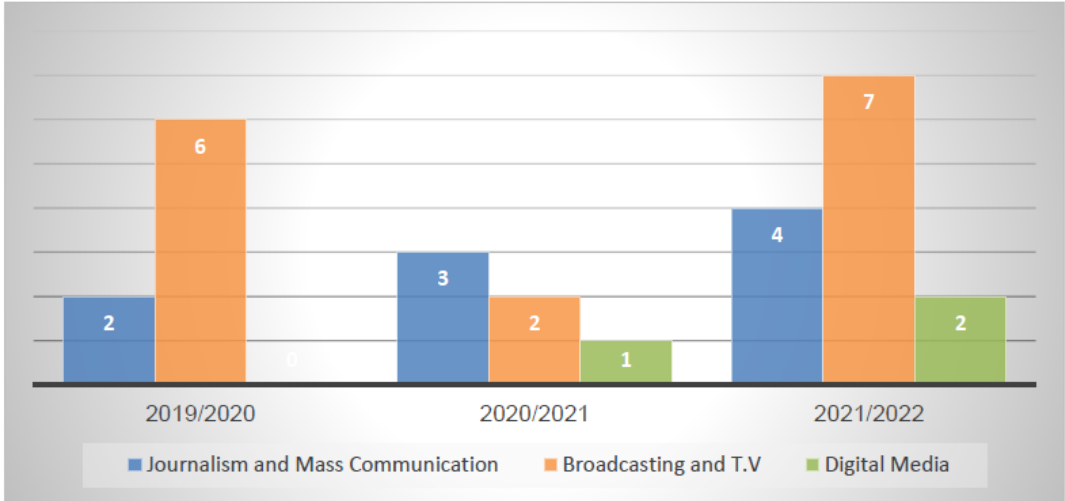


Figure (8): Number of students Withdrawn



Programme Description and Appraisal in Detail

1. Objectives

1.1 Objectives of the study programme (Asterisk Criterion)

The Faculty of Media at MEU has formulated its vision: “Leadership in academic programmes and community service in the fields of media”, its mission: “to prepare distinguished graduates to compete in media fields” and aims: “Preparing leaders in the media industry, Qualitative knowledge production, programmes and plans that mimic the prestigious media faculties, Community service and sustainable development”. Moreover, the faculty defined the core values and objectives for all study programmes.

Core Values

- Media ethics.
- Professionalism.
- Development.
- Continuous learning.
- Community service.
- Academic excellence.
- Creativity.
- Leadership.

Objectives

- Building and developing strength of student character.
- Raising the level of scientific research.
- Providing distinguished academic programmes.
- Raising the level of faculty members in terms of experience and competence.
- Developing professional relations with media institutions and public opinion.
- Promoting innovation and creativity.
- Serving the local community and establishing partnerships with its institutions.
- Developing investment in the various resources of the faculty.

The ILO`s for the study programmes are:

Bachelor of Broadcasting and T.V:

Table (12): Bachelor of Broadcasting and T.V Outcomes (PLO)

#	Bachelor Broadcasting and T.V Outcomes (PLO)
1	Demonstrating knowledge of theories, concepts, legislation, and ethics related to radio and television.
2	Demonstrating knowledge of political, economic, social, environmental, cultural, and social systems.
3	Demonstrating the ability to write and edit by the rules and foundations of the language used.
4	Mastering the use of radio and television production tools and techniques.
5	Implementing and produce media content based on standards of integrity in scientific research, verification methods, and research tools to avoid media misinformation.
6	Analyzing the contents of the media content and revealing the trends and values contained therein.
7	Criticizing media content, evaluating implementation and performance, and proposing alternatives scientifically and logically.
8	Designing and producing content that keeps pace with the rapid development of digital media applications and tools.
9	Designing and producing content that keeps pace with the rapid development of digital media applications and tools.

Bachelor of Journalism and Mass Communication:

Table (13): Bachelor of Journalism and Mass Communication Outcomes (PLO)

#	Bachelor Journalism and Mass Communication Outcomes (PLO)
1	Demonstrating a systematic understanding of modern communication and media theories and their role in shaping political, social, economic, and cultural systems.
2	Demonstrating a systematic understanding of Journalism and Mass Communication principles, concepts, and foundations in light of the latest scientific findings.
3	Mastering of journalistic skills and tools; To solve complex problems in Journalism and Mass Communication.
4	Demonstrating specialized linguistic, professional, technical, and conceptual skills in writing and editing news, reports, and investigations for publication across various media.
5	Demonstrating research skills, and obtain and verify the information.
6	Evaluating planning functions in public relations and managing crises in various institutions.
7	Evaluating design functions in media content and its role in achieving persuasion and influence.
8	Evaluating modern technologies and the mechanism of their employment in producing media content through the media.
9	Abiding by the ethical and legislative aspects of managing media activities and projects.
10	Taking responsibility and make decisions in the context of media work.
11	Working effectively within the teamwork and press assignments required by the media work.
12	Applying personal and creative skills in media work.

Bachelor of Digital Media:

Table (14): Bachelor of Digital Media Outcomes (PLO)

#	Bachelor Digital Media Outcomes (PLO)
1	Demonstrating a systematic understanding of theories, concepts, principles, and sciences related to digital media.
2	Mastering the skills, tools, and applications required to accomplish what is required in working in the field of digital media.
3	Demonstrating specialized and conceptual skills in the field of digital media.
4	Practicing evaluation in planning, design, and technical positions or supervisory jobs related to digital media.
5	Managing activities, projects, and programmes related to digital media.
6	The graduate should be able to apply personal and creative skills in media work.
7	Assuming responsibility for making decisions in the context of digital media work.
8	Assuming responsibility for group work and guide peers to reach the best results in media work.

Appraisal:

The qualification objectives of the programmes are explained and convincingly presented in relation to the target group, targeted professional field and societal context of the discipline. They embrace academic proficiency, comprehensive employability, as well as the development of the individual student's personality.

The panel considers the defined objectives as typical for undergraduate media programmes and therefore, meeting the requirements. Especially Digital Media, the youngest study programme, embodies a typical, traditional view on digital media in Middle East.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.1* Objectives of the study programme (Asterisk Criterion)			X		

1.2 International orientation of the study programme design (Asterisk Criterion)

According to its own vision and mission, internationalisation is a core value of the Faculty of Media. It believes that providing the programme with an international orientation is of paramount importance in ensuring the employability of its graduates, by providing them with academic knowledge, skills and modern practical experience.

The international orientation

- the programme is based on ECTS to ensure all students can transfer credits from other universities.
- graduates acquire not only discipline-specific knowledge but get interdisciplinary insights through internationality in teaching and study curricula contents, academic staff, and practiced experience abroad.
- the main programme management bodies (Faculty Council, Advisory Council, Study plans, and material equivalency Committee) include international faculty members to ensure the programme is maintained and adapted to the continued relevance and international market demand and developing skills to enable graduates to competently handle international tasks.
- the programme teaching staff participates in mobility programmes, international conferences, and International Activities and is involved in research projects.
- The Faculty of Media organized its international conference "Media between the outputs of University Education and the requirements of the Labor market" with the participation of dozens of Arab and local academics and researchers in order to develop study programmes and plans to comply with global developments.

Furthermore, the educational background and professional experience of the members of the media faculty help future graduates to gain a multicultural perspective. In addition, some faculty members work in consulting and training with local and international Journalism and Mass Communication organizations. The students of the Faculty of Media at the MEU also get various opportunities to participate in local and regional competitions and events. The following table shows some past events:

Table (15): Competition and events of faculty members and students (sample)

Competition and Events	year
Faculty Participation at Arab Media Leaders Forum.	5 May 2023
Dean of faculty of Media Participation in the programme entitled: "Media – The Fourth Estate": Information Tour at the Invitation of the Federal Foreign Office – Germany.	20 - 26 November 2022
Participation in the media employment course in achieving community peace (2) within the twinning project of the Community Peace Center and the European Union/ German side.	20 - 24 November 2022
Participation in the media employment course in achieving community peace within the twinning project of the Community Peace Center and the European Union/ German side.	23 - 27 October 2022
Participation in the Doha Media Forum in its twentieth Edition, held in the Qatari capital, Doha, under the auspices of the Emir of the State of Qatar, Sheikh Tamim bin Hamad Al Thani, under the title "Transformation into a New Era."	26 March 2022
Faculty of Media Organization International conference entitled: "Media between the outputs of University Education and the requirements of the Labor market."	20 - 21 September 2022
The Middle East University team (Bushra Odeh, Nourhan Al-Gharabeel, Heba Rai, and Safaa Baroudi) won second place in the National Debating Championship	23 December 2021
Winning the Best Media Award for the year 2020	4 February 2021
Honoring Dr. Maha Al-Sarawi by the Nashama Malaka Association in Zarqa, Jordan	17 January 2021

Appraisal:

The faculty designs its programmes to meet the needs of the market and thus, to strengthen the employability of its graduates, which is focused on the Arab world and in this context appropriately takes into account the required international aspects. The panel appreciates the efforts of the faculty to support the students with international oriented activities.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.2*	International orientation of the study programme design (Asterisk Criterion)			X		

1.3 Positioning of the study programme

The Faculty of Media states that it occupies a prestigious position and has a respected academic reputation at the private and public universities level in Jordan. Perhaps the most prominent features and advantages that contributed to this are:

- Obtaining the Quality Assurance Certificate issued by the Accreditation and Quality Assurance Commission for Higher Education Institutions contributes to the advancement of education's quality, and encouragement of competitiveness amongst local and Arab schools of Media.
- Attains – every year – advanced placements in the Universities Competency Exam.
- A teaching plan that keeps pace with the local and international labour market by integrating scientific content with applied content.
- Distinguished teaching staff who come from the most prestigious international and local universities, which includes Journalism and Mass Communication practitioners.
- Media Training and Development Center dedicate to teaching students to implement high quality audio and video products using the industry's latest multimedia techniques.
- Free training courses in a variety of vocational and communication skills including news broadcast, radio, TV programme production and presentation, field investigation, radio and TV direction, filming and montage, TV body language on air, and techniques in audio and video production.
- The signing of several agreements by the faculty with civil society and media organisations to guarantee job opportunities for graduates.
- High level of satisfaction with faculty graduates, in terms of possessing abilities, qualifications and skills.

The programmes are developed with the participation of faculty members and the advisory board at its departments, where local, regional, and global comparisons and specialized studies are conducted with unions, employers, specialists, and responsible authorities such as the Ministry of Higher Education and Scientific Research. The university compares its programmes with its counterparts from local, regional, and international universities in terms of content and structure.

The faculty studied the needs of the labor market and developed plans to meet these needs. The procedures were in accordance with the Study Plans Development Policy, moreover, the Faculty of Media participated in the "Media Support Programme in Jordan" presented by

UNESCO, where the plans were re-examined and developed with recommendations from UNESCO to serve the labor market and developments in this regard, so that many courses were added and others modified. For example, the credit hours of practical courses were increased, the faculty trained its staff to teach these courses for the desired purpose and the journalism and digital media lab at the faculty has been equipped with the state-of-the-art facilities to meet the programmes' requirements, and keep abreast with the latest labour market needs.

Appraisal:

The programmes are convincingly integrated in the HEI's overall strategic concept. The qualification goals are in line with the HEI's mission and strategic planning. The reasons given for the positioning of the programmes in the specific educational market are plausible, especially **Digital Media** is well designed. During the online conference, the panel learned that the Faculty of Media, although the programmes are traditional-designed (**Broadcasting and TV, Journalism and Mass Communication**), faces challenging competitions in developing its programmes, Overall, the future fields of employment for graduates are plausibly set forth.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market			X		
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)			X		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			X		

2. Admission

Admission to the programme is in accordance with the instructions for awarding an undergraduate degree. The degree is issued according to the regulation of awarding scientific degrees, honorary degrees, and certificates at the MEU for the year 2020 (Instructions for Granting an Undergraduate Degree), which was approved by various councils (Deans Council, University Council and the Board of Trustees), and (Student Admission Policy), available on the university's website at the following link: <https://www.meu.edu.jo/admission/>.

According to national law, the Board of Trustees determines the number of students to be accepted in each major of the HEI in accordance with the accreditation and quality standards and upon the recommendation of the council of deans within the general policy approved by the Higher Education Council.

For admission, the student must have obtained the Jordanian General Secondary Education Certificate or its equivalent. In general, the minimum admission rate for Jordanian students is 60 % of the general secondary school certificate with the exception of the multi media major which is 65 % and above. Non-Jordanian students are accepted with a maximum of 15 marks less than the minimum acceptance rates, provided that they adhere to the branches of the general secondary certificate which determine enrolment in each major.

At the HEI's Admission and Registration Department, prospective students can get brochures that provide information on the majors available at MEU. The HEI's website also provides the necessary information about the application procedure, the conditions and the required documents and an e-mail contact of the admission office. In the next step, the prospective students fill the admission application online and attach along the required documents, pay the application fees either online or directly to the university. Afterwards, the Registration Department contacts the students admitted to complete the registration procedures. After the decision, students are contacted and informed of the results through a standard control sheet available on the HEI's website. The students check with the Financial Department to pay the required fees, confirm their students number and determine the amount of credits they want to register. The students register for the courses and receive their academic schedule. Once the registration procedures are complete, the students are directed to the Deanship of Students Affairs to issue a university ID.

After their enrolment, the students have to take a placement test in Arabic and English language and computer skills in the first or second semester. In the event of passing the placement tests with a mark of 80 % or more, the students are exempted from studying a remedial course. If a student fails the placement test, they must take the three-credit remedial course, aside from following the study plan. Students who have bridged and transferred from other universities to MEU are excluded, provided that they have successfully passed the placement test in the faculties from which they transferred or have successfully studied these subjects. Beside the placement test, the HEI requires four compulsory courses which amount to 12 national credit hours which each student must pass at the beginning of their studies:

Course name	Credit value
1. Arabic Communication Skills	3
2. English Communication Skills	3
3. Civic Education	3
4. Military Sciences	3

Appraisal:

The admission requirements are defined and comprehensible taking the national requirements into account. Applicants can directly turn to a student counselling service at the university for clarification of specific questions. Personal dialogue between applicants and the HEI is provided by telephone and via e-mail. The admission procedure is described, documented and accessible for interested parties. The admission decision is based on transparent criteria and is communicated in writing. The panel acknowledges that prospective students can get enough information about the selection procedure which they regard as transparent and appropriate to admit qualified students.

The admission requirements (required result in a concrete language test) or preparatory language courses ensures that students are able to successfully complete the study programme. The panel acknowledges that the basic requirements are provided by the HEI.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
2.1*	Admission requirements (Asterisk Criterion)			X		
2.2	Counselling for prospective students			X		
2.3*	Selection procedure (if relevant)					X
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)					X
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			X		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			X		

3. Contents, structure and didactical concept of the programme

3.1 Contents

All study programmes

The programmes consist of

- University Requirements (12 Cr. Hrs.): Arabic Communication Skills, English Communication Skills, National Education, Military Science
- University Electives (12 Hrs.): 6 cr. Hrs. out of two groups
 - Functional Writing, Life skills, Islamic Education, Contemporary Issues, Jerusalem (the question of Palestine), Law and Everyday life
 - Community responsibility, Scientific thinking skills, Introduction to Leadership and Entrepreneurship, Man and the Environment, Safety and Security, Digital Literacy
- Faculty Requirements: (24 Cr. Hrs.): Media in Jordan, Mass Communication and Society, Public Opinion, Introduction to Public Relations and Advertising, Introduction to Communication Theories, Media and Sustainable Development, Media Translation, Digital Media
- Area of Study Requirements: (48 Cr. Hrs.)
- Ancillary Course: (30 Cr. Hrs.)
- Area of Study Electives: (6 Cr. Hrs.): “Media and Human Rights”, “Analysing Media Discourses”, “Perspectives on Mass Communication”, “Media Critique”, “Arab Media”, “Media and Globalisation” and “Media Psychology”
- Remedial Courses: Remedial Arabic Language Skills, Remedial English Language Skills, Remedial Computer Skills

In Jordan, the naming of study programmes is regulated by the Ministry of Higher Education and Scientific Research and The Higher Education Accreditation Commission. The Faculty of Media is keen to implement the laws, regulations, and instructions issued and in force for regulating its work as an integral part of Middle East University, which is governed by the Higher Education Law in the Hashemite Kingdom of Jordan, the Jordanian Universities Law

No. (18) of 2018 and its amendments, and the Higher Education and Scientific Research Law, No. (17) of 2018, and the Jordanian Labor Law No. (8) of 1996 and its amendments, and all other related laws and regulations. Thus, it follows documented and announced procedures for creating new major programmes, as well as general and private accreditation procedures for these programmes. Additionally, there are procedures in place for cancelling or freezing major programmes, as well as increasing programme capacity.

The Faculty of Media is concerned with and prioritizes ethical aspects based on the university's ethical action charter and MEU's instructions for granting an undergraduate degree in line with its vision, mission, and programme objectives. The ethical aspects were included in the description of the academic programme of media's courses, within the teaching plan, and are considered an integral part of the competency and quality requirements for MEU's Faculty of Media graduates. The faculty offers many courses such as Media Legislations and Ethics, Media and Human Rights, civil education, military culture and Law and Everyday Life in the bachelor programmes, which directly and indirectly convey ethical issues to students. The following table (40) shows courses which directly or indirectly convey moral causes to students:

Table (40): Courses which Directly or Indirectly Convey Moral Causes to Students

Course Code	Course Title/ Ungraduated Programmeme
0161301	National Education
0161302	Military Science
0161501	Islamic Culture
0161504	Law and Everyday Life
0161303	Community Responsibility
1023401	Media Legislations and Ethics
1013501	Media and Human Rights
1037103	Media Law and Ethics

The Faculty of Media bachelor programmes follow a similar structure, the topic-specific curricula can be seen below:

Bachelor in Broadcasting and T.V.

Sample Curriculum Overview Here: Bachelor's Programme, 8 Semesters



Bachelor of Broadcasting and T.V 2022/2023

FIBAA

Modul No.	Title of Module / Course Unit + Compulsory or elective?	Credit Points per Semester								Workload		Method of Teaching i.e. lecture course, seminar	Form and Duration of Examinations	weight of exam related to final grade
		H	1.	2.	3.	4.	5.	6.	7.	8	Hours in Class			
M1	Module 1: Semester 1		15								240	480		
1011501	Media in Jordan	3	3								48	96	UCSIP	50%
1011502	Mass Communication and Society	3	3								48	96	UCSIP	50%
1021401	Introduction to Communication Theories	3	3								48	96	UCSIP	Exam Paper (120 Min)
1011101	Introduction to Radio and Television	3	3								48	96	UCSIP	50%
-	University requirement	3	3								48	96	UCSIP	50%
M2	Module 2: Semester 2			15							240	480		
1041301	Digital Media	3		3							48	96	UCSIP	50%
1011102	Writing for Radio and Television	3		3							48	96	UCSIP	50%
1021301	Introduction to Public Relations and Advertising	3		3							48	96	UCSIP	Exam Paper (120 Min)
-	University requirement	3		3							48	96	UCSIP	50%
-	University requirement	3		3							48	96	UCSIP	50%
M3	Module 3: Semester 3				18						288	576		
1022401	Media and Sustainable Development	3			3						48	96	UCSIP	Exam Paper (120 Min)
1012201	Broadcast News Writing	3			3						48	96	UCSIP	Exam Paper (120 Min)
1012301	Television Filming										48	96	Lecture and project-based learning	(Project Production)
1022501	Media English Language Skills	3			3						48	96	UCSIP	Exam Paper (120 Min)
1012501	Public Opinion	3			3						48	96	UCSIP	Exam Paper (120 Min)
-	University requirement	3			3						48	96	UCSIP	Exam Paper (120 Min)
M4	Module 4: Semester 4					18					288	576		
1012302	Editing Techniques	3				3					48	96	Lecture and project-based learning	(Project Production)
1012303	Specialized Media for Radio and Television										48	96	UCSIP	Exam Paper (120 Min)
1012401	Voice Coaching for Radio and Television	3				3					48	96	Lecture and project-based learning	(Project Production)
1022502	Media Arabic Language Skills	3				3					48	96	UCSIP	Exam Paper (120 Min)
-	University requirement	3				3					48	96	UCSIP	Exam Paper (120 Min)
-	University requirement	3				3					48	96	UCSIP	Exam Paper (120 Min)

Bachelor in Journalism and Mass Communication

Sample Curriculum Overview Here: Bachelor's Programme, 8 Semesters

Bachelor of Journalism and Mass Communication 2022/2023



FIBAA

Modul No.	Title of Module / Course Unit + Compulsory or elective?	Credit Points per Semester								Workload		Method of Teaching	Form and Duration of Examinations	weight of exam related to final grade	
		H	1.	2.	3.	4.	5.	6.	7.	8	Hours in Class	Hours Self-Study			i.e. lecture course, seminar
M1	Module 1: Semester 1		15								240	480			
1011501	Media in Jordan	3	3								48	96	UCSIP	Exam Paper (120 Min)	50%
1011502	Mass Communication and Society	3	3								48	96	UCSIP		50%
1021401	Introduction to Communication Theories	3	3								48	96	UCSIP		50%
1021101	Introduction to Journalism	3	3								48	96	UCSIP		50%
-	University requirement	3	3								48	96	UCSIP		50%
M2	Module 2: Semester 2			15							240	480			
1041301	Digital Media	3		3							48	96	UCSIP	Exam Paper (120 Min)	50%
1011102	Writing for Radio and Television	3		3							48	96	UCSIP		50%
1021301	Introduction to Public Relations and Advertising	3		3							48	96	UCSIP		50%
-	University requirement	3		3							48	96	UCSIP		50%
-	University requirement	3		3							48	96	UCSIP		50%
M3	Module 3: Semester 3				18						288	576			
1022401	Media and Sustainable Development	3			3						48	96	UCSIP	Exam Paper (120 Min)	50%
1022101	Reports and News Stories	3			3						48	96	Lecture and project-based learning	(Project Production)	40%
1022301	Protocol and Etiquette										48	96	UCSIP	Exam Paper (120 Min)	
1022501	Media English Language Skills	3			3						48	96	UCSIP	Exam Paper (120 Min)	50%
1012501	Public Opinion	3			3						48	96	UCSIP	Exam Paper (120 Min)	50%
-	University requirement	3			3						48	96	UCSIP	Exam Paper (120 Min)	50%
M4	Module 4: Semester 4					18					288	576			
1012301	Television Filming	3				3					48	96	Lecture and project-based learning	(Project Production)	40%
1012401	Voice Coaching for Radio and Television										48	96	Lecture and project-based learning	(Project Production)	40%
1022502	Media Arabic Language Skills	3				3					48	96	UCSIP	Exam Paper (120 Min)	50%
-	Elective major requirement	3				3					48	96	UCSIP	Exam Paper (120 Min)	50%
-	University requirement	3				3					48	96	UCSIP	Exam Paper (120 Min)	50%
-	University requirement	3				3					48	96	UCSIP	Exam Paper (120 Min)	50%

Bachelor in Digital Media

Sample Curriculum Overview Here: Bachelor's Programme, 8 Semesters



Bachelor of Digital Media 2022/2023

Modul No.	Title of Module / Course Unit + Compulsory or elective?	Credit Points per Semester								Workload		Method of Teaching i.e. lecture course, seminar	Form and Duration of Examinations	weight of exam related to final grade	
		H	1.	2.	3.	4.	5.	6.	7.	8	Hours in Class				Hours Self-Study
M1	Module 1: Semester 1		15								240	480			
1011501	Media in Jordan	3	3								48	96	UC/SIP	Exam Paper (120 Min)	50%
1011502	Mass Communication and Society	3	3								48	96	UC/SIP		50%
1021401	Introduction to Communication Theories	3	3								48	96	UC/SIP		50%
1021101	Introduction to Journalism	3	3								48	96	UC/SIP		50%
-	University requirement	3	3								48	96	UC/SIP		50%
M2	Module 2: Semester 2			15							240	480			
1041301	Digital Media	3		3							48	96	UC/SIP	Exam Paper (120 Min)	50%
1011102	Writing for Radio and Television	3		3							48	96	UC/SIP		50%
1021301	Introduction to Public Relations and Advertising	3		3							48	96	UC/SIP		50%
-	University requirement	3		3							48	96	UC/SIP		50%
-	University requirement	3		3							48	96	UC/SIP		50%
M3	Module 3: Semester 3				15						240	480			
1022401	Media and Sustainable Development	3			3						48	96	UC/SIP	Exam Paper (120 Min)	50%
1042301	Principles of Digital Production	3			3						48	96	UC/SIP		50%
1022501	Media English Language Skills	3			3						48	96	UC/SIP		50%
1012501	Public Opinion	3			3						48	96	UC/SIP		50%
-	University requirement	3			3						48	96	UC/SIP		50%
M4	Module 4: Semester 4					15					240	480			
1022101	Reports and News Stories	3				3					48	96	Lecture and project-based learning	(Project Production)	40%
1012401	Voice Coaching for Radio and Television										48	96	Lecture and project-based learning	(Project Production)	40%
1022502	Media Arabic Language Skills	3				3					48	96	UC/SIP	Exam Paper (120 Min)	50%
-	University requirement	3				3					48	96	UC/SIP	Exam Paper (120 Min)	50%
-	University requirement	3				3					48	96	UC/SIP	Exam Paper (120 Min)	50%

M5	Module 5: Semester 5									18				288	576			
1023501	Media Translation	3								3				48	96	UCSP	Exam Paper (120 Min)	50%
1013201	Writing News Stories	3								3				48	96	UCSP	Exam Paper (120 Min)	50%
1043101	Reporters	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1043102	Electronic Media	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1043301	Social Media	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1043303	Digital Media Campaigns	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
M6	Module 6: Semester 6									18				288	576			
1023101	Photojournalism	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1013401	Features and interviews															Lecture and project-based learning	(Project Production)	40%
1043302	Digital Cinema	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1023401	Media Legislations and Ethics	3								3				48	96	UCSP	Exam Paper (120 Min)	50%
1023402	Media Research Methods	3								3				48	96	UCSP	Exam Paper (120 Min)	50%
-	University requirement	3								3				48	96	UCSP	Exam Paper (120 Min)	50%
Summer Semester										6				96	192			
1044306	Field Training	6												96	192	Field training in a media Institution	Evaluation from Faculty and Media Institution	100%
M7	Module 1: Semester 3									15				240	480			
1044201	Digital Filming and Editing	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1044301	Data Journalism	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1044304	Digital Media Applications	3								3				48	96	Lecture and project-based learning	(Project Production)	40%
1044305	Graduation Project	3								3				48	96	Lecture and project-based learning	(Project Production)	100%
-	University requirement	3								3				48	96	UCSP	Exam Paper (120 Min)	50%
M8	Module 1: Semester 3									15				240	480			
1044302	Mobile Journalism	3								3				48	48	Lecture and project-based learning	(Project Production)	40%
1044303	Website Design and Management	3								3				48	48	Lecture and project-based learning	(Project Production)	40%
1014401	Investigative Journalism (1)	3								3				48	48	UCSP	Exam Paper (120 Min)	50%
1024303	International Relations													48	48	UCSP	Exam Paper (120 Min)	50%
-	Elective major requirement	3								3				48	48	UCSP	Exam Paper (120 Min)	50%
Total		15	15	18	18	15	15	6	15	15				2212	4224			
		1st year M1 & M2 2nd year M3 & M4 3th year M5 & M6 4th year M7 & M8																

The study plans include different sectors and topics that cover the necessary theoretical aspect of each programme. Courses with theoretical contents serve as a basis to understand communication science are offered in the first three semesters, e.g. Introduction to Communication Theories, Introduction to Journalism, Introduction to Radio and Television, Introduction to Public and Advertising, Principles of Digital Production. The courses also include Basic communication and media courses. Therefore, the main strategy for teaching these courses is to highlight the theoretical aspects of the topics and enhance the knowledge gained through practical application samples. Courses with an emphasis on practical skills are taught from the fourth to the eighth semester where the focus is on creating news and media, film products, visual storytelling through film and sound. Media production students learn the foundational skills of shooting, producing, and editing video (text, audio, audio visual and digital media), e.g. Photorealism, Reporters, Television Filming, Reports and News Stories, Editing Techniques, Investigative Journalism, Advertising Designs Production, as well as the courses of Digital Media that teaches how to set up a campaign, Design and management website, and the course Community Service that provides opportunities for students to be involved in projects relevant to the needs of the general public.

When teaching courses in the classroom, assessment methods vary to include presentations, in class exercises, assignments, and case studies to enable students to apply theoretical concepts in producing different types of media production. Additionally, the Faculty of Media arranges excursions and field trips to prominent media establishments, including television networks, newspapers, and online news platforms. They also facilitate visits to official institutions such as the Jordan News Agency and the Jordan Radio and Television Corporation. These visits provide students with the opportunity to interact with journalists and media experts, who share their valuable experiences.

As part of their applied projects, students are required to engage in field training procedures under the guidance of faculty members, the faculty provides students with letters of support to facilitate their applications to various media institutions. This collaboration between students and institutions creates a mutually beneficial arrangement, enhancing the employability of students while offering valuable contributions to the institutions. The field training is regulated by the Faculty of Media in a "Field Training Guide": After registration of the student for the field training cohort, student and field training supervisor coordinate with the program and the organization's news and interests. During the training, the supervisor communicates with company and student to familiarize himself with the training process, its developments and the stages of work. In the seventh and the fourteenth week, the student submits reports on the stages of training received and applied work. After the student completes 96 hours of training at the institution or the trained agency, the supervisor receives an evaluation letter of the student's performance during the training period by the institution's liaison officer. This leads to the graduation project which is the ultimate test in which scientific theory and practice is integrated.

The curricula include courses on scientific methodology, practical studies, technical subjects, and various methods of conveying scientific practice. Within the undergraduate programmes, there are several courses that specifically focus on scientific work, aiming to develop students' methodological competence and their ability to conduct scientific research. To start their studies, students take introductory courses like "Public Opinion." Additionally, students have the opportunity to pursue university elective courses such as "Scientific Thinking Skills," as well as electives like "Media Discourse Analysis" and "Media Critique." As students progress in their studies, there is a greater emphasis on research skills within specific fields of journalism and communication, exemplified by courses like "Media Research Methods." A noteworthy

component of the curriculum is the culminating course, "Media Research Methods," where students are expected to write a research paper based on the knowledge and skills acquired throughout the course.

The approved assessment bases are indicated and clarified in the course plans to be distributed to students during the first week of the semester. The course study plan and student's plan also specify the objectives of the subject or course, in addition to clarifying the programmes learning outcomes and methods of teaching, while indicating the course implementation timeline in weeks of the semester. Assessment methods vary to include presentations, in class exercises, assignments and case studies to enable students to apply theoretical concepts in producing different types of media production.

The faculty identifies, approves, and uses various assessment methods – including quizzes and exams set by the course instructor in addition to presentations, case studies, homework, Practical media projects – to measure students' performance in accordance with university academic instructions:

Table (41): Methods of Evaluation and Weights for Theoretical and Practical Courses

#	Theoretical Courses Assessment	Weight	Description
1	Exams	%25	Written, true and false, multiple choice, short answers, and analysing wrong phrase
2	Final Exam	%50	Written, true and false, multiple choice, short answers, and analysing wrong phrase
3	Assignments	%15	Any discussion topic within the course topic, homework, presentations.
4	Participation	%10	Attendance, punctuality, interaction, and ability to respect rules of dialogue
Total		%100	

#	Theoretical Courses Assessment	Weight	Description
#	Practical Courses Assessment	Weight	Description
1	Exams	%30	Written, true and false, multiple choice, short answers, and analysing wrong phrase
2	Final Exam	%40	Preparing and producing a media project for course, practical exam in the studio.
3	Assignments	%30	Any discussion topic within the course topic, homework, presentations.
Total			

No final thesis is required for all undergraduate media programmes; the graduation project is required as finalization of student's outcome reaching. It is important to note that, the students in last year can choose their final project, whether it is the production of a media, applied press material or a research paper project.

Appraisal:

The curricula adequately reflect the qualification objectives of each study programme, also degree and programme names correspond to the contents of the curriculum and the

programme objectives. The contents of the courses are well-balanced, logically connected and oriented towards the intended learning outcomes.

As the programmes design follows the same structure, the panel found that all majors are well covered but the space for specialised electives is not really broad, nevertheless enables students to acquire additional competencies and skills. **Broadcasting and TV** is focusing on the linear television, while **Digital Media** and **Journalism and Mass Communication** concentrate on the Arabic scope. Thus, the panel recommends to shape the profiles of each study programme by offering more electives, keeping an eye on current developments in the specific branch. In the Broadcasting and TV programme, the panel recommends to concentrate more on interactive possibilities or even new formats in linear TV.

Digital Media and **Journalism and Mass Communication** could benefit from broadening the view on the Asian or/and African media landscape. In this point, the panel encourages the faculty to follow further their path of internationalisation (compare chapter 3.4.)

The panel found that theoretical questions are, where possible, explained by means of practical examples, especially due to the field trip and the graduation project. Practical input is guaranteed by the practical experiences of the lecturers and in the fact that seven courses are characterised by project production.

All programmes deliver sufficient interdisciplinary input, even if **Broadcasting and TV** does not go to the limit of the fields.

In the view of the panel, ethical implications are appropriately communicated during the mentioned courses.

Students acquire methodological competences and are enabled to do scientific work on the required level based on compulsory courses in the 3rd semester in the second year. The graduation project, based on the field trip, completes the student's journey in reaching the intended scientific learning outcome, based on previously published and coherently applied criteria, rules and procedures. The chosen assessment methods are suited in format and content to ascertain the intended learning outcomes and offer a sufficient variety of test formats. The panel assessed formats and paper examples and appreciates the design all in all. It recommends the faculty to use more cases instead of test formats, evaluating result and cases and thus, enabling the students to practice even more scientific work.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.1 Contents					
3.1.1* Logic and conceptual coherence (Asterisk Criterion)			X		
3.1.2* Rationale for degree and programme name (Asterisk Criterion)			X		
3.1.3* Integration of theory and practice (Asterisk Criterion)			X		
3.1.4 Interdisciplinary thinking			X		
3.1.5 Ethical aspects			X		
3.1.6* Methods and scientific practice (Asterisk Criterion)			X		

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.1.7* Examination and final thesis (Asterisk Criterion)			X		

3.2 Structure

Projected study time	Four years
Number of credits (national credits and ECTS credits)	132 credit hours (264 ECTS) One credit hour equates two ECTS credit points
Workload per credit	48
Number of modules/courses	43
Time required for processing the final thesis/project and awarded credits	No final thesis

The Faculty of Media relies on specific instructions to grant an undergraduate degree in Media through a special study programme system which extends, in general, to 4 years with a total of 132 credit hours, provided that the period of study does not exceed 14 semesters (7 years). Each academic year comprises two regular semesters (16 weeks including final exams) and an additional/optional summer semester.

The study plans are structured in modules distinguishing compulsory and elective courses as well as prerequisite courses for follow-up courses. The module descriptions contain the learning outcomes, the contents and a list of recommended learning resources and materials and the language of instruction. They also indicate the assessment methods with their weight for the final grade.

As permitted by MEU's instructions, the faculty allows the student to choose the number of hours they wish to register in the regular semester, provided they are not less than 12 hours and not more than 18. The instructions also allow the student to register for a minimum of 9 or a maximum of 21 hours in the two regular semesters, pending the Dean's approval and if the conditions set forth for awarding an undergraduate degree (specifically Article 7 of the instructions) are met. The number of hours for the additional summer semester is also determined according to a decision issued by the University's Council of Deans in line with the decisions of the Jordanian Higher Education Council.

The Faculty of Media adheres to the Exam Policy and its corresponding procedures, which encompass various aspects such as exam preparation, monitoring and computerization, controlling cheating in exams, as well as procedures for final grades and electronic and paper filing. To ensure compliance with the general exam policy, a dedicated committee for exams is established at the beginning of each academic year at the faculty level. This committee is responsible for executing the exam policy, designing, reviewing, and auditing exams. It works in coordination with the university-level examination committee to create a supervision schedule and oversees the entire examination process until its completion in a proper manner. Instructions and requirements for study and exams are published and circulated to students as a hard copy within the student handbook, which contains study instructions for

undergraduate programmes at the university, and an electronic copy on MEU's website. MEU publishes the academic calendar for each year, including exam schedules, at the beginning of each semester. In addition to the notifications sent via the special e-learning platform, the university, or the Moodle application, students are also informed about the date of the final exam via the website. Exam dates are set in the university calendar by the Admission and Registration Department at the beginning of the semester. The timetable is indicated in the course's study plan and distributed to students through the website and the faculty bulletin board. The faculty also clarifies the exam's general instructions through the exam paper form. At the beginning of each academic year, the college forms its committees, which include a special examination committee at the faculty level to supervise the exam process. The faculty also sets an exam supervision schedule that defines and distributes supervision duties to faculty members on the date of final exams for the semester, considering the instructions for granting an undergraduate degree and MEU's examination policy.

The following table (43) shows the exam schedule:

Table (43): Exam Schedule

Week	Statement
9	Last day of the period for mid-term exams for Bachelor and Master students
14	First day of the final exams for practical courses
15	Last day of final exams for practical courses
	First day of Final theoretical exams
16	Last day of Final theoretical exams

A semester guidance schedule is created to ensure the availability of an academic advisor from the faculty at both the Admission and Registration Department and the respective faculty. These advisors play a crucial role during the registration period by providing guidance on registration, withdrawal, and course additions for students. In Addition, the Faculty of Media distributes its students at the beginning of each semester according to their majors to the academic advisors from the faculty members, and the academic advisor follows up the students academically during studies at the university through the electronic advising system.

Students with disabilities are supported through the "Disabled Students Support Policy", issued in October 31, 2021. It provides assistance in terms of providing an academic mentor, suitable seats of students in class, additional time during exams or for submitting academic reports and assignments, or allow them to take exams in a quiet place. The Head of the Counselling and Psychological Services Center prepares a psychological counselling plan for each student with disabilities based on their needs. The Student Affairs Office is responsible for all affairs concerning international students concerning residency issues and language proficiency.

Appraisal:

The programme consists of courses and assigns national credit points per course on the basis of the necessary student workload. The programme structure supports the smooth implementation of the curriculum and helps students to reach the defined learning outcomes by adapting the contact hours each semester according to the students' needs.

There are legally binding study and exam regulations which contain all necessary rules and procedures and take into account, where applicable, national requirements. The feasibility of the study programme's workload is ensured by a suitable curriculum design, by a plausible and individual calculation of workload, by an adequate number and frequency of examinations, by appropriate support services as well as academic and general student counselling.

The HEI ensures gender equality which can be seen for example in the female rate of students and the fact that faculty is equally paid. The Counselling and Psychological Services Center is beside the Student Affairs Office accessible for everyone in terms of non-discrimination. The panel appreciates the efforts made and the comprehensive offer for the students and would like to encourage the university to advertise their offer even more proactively as an offer for "discrimination against minorities of any nature", without categorising it in terms of psychological issues. Students with disabilities are provided with affirmative actions concerning time and formal standards/requirements throughout the programme and examinations. Students in special circumstances, such as single parents, foreign students, students with a migration background and/or from so-called non-academic backgrounds, are particularly assisted.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2	Structure					
3.2.1*	Modular structure of the study programme (Asterisk Criterion)			X		
3.2.2*	Study and exam regulations (Asterisk Criterion)			X		
3.2.3*	Feasibility of study workload (Asterisk Criterion)			X		
3.2.4	Equality of opportunity			X		

3.3 Didactical concept

Teaching and learning methods are determined by the course instructor and incorporated in the study plan distributed to students during the first lecture. The plan is also uploaded to the e-learning platform for reference at any time. Teaching methods used often include:

- Lecturer's lectures (face-to-face blended or online)
- Discussion and solving of problems and issues
- Individual assignments
- Classroom presentations
- Hosting specialists in classrooms
- Practical exercises such as news editing

The faculty identifies and approves academic references for each course to ensure the provision of scientific reference material of adequate substance to the student. The course instructor submits the reference books and study plan to the Books and References Accreditation Committee and the Study Plans Committee, which work on approving the scientific books and references for each course. The faculty member must also include their opinion on the sources in the final report on the progress of teaching (whether they are sufficient or require changes). MEU uses the e-learning platform and Moodle, in addition to Microsoft Teams, to communicate with students electronically and provide study plans and scientific materials.

With the aim of deepening the understanding of the importance of academic programme management, and the evaluation of study plans; the faculty members of the faculty have

participated in many internal training courses and workshops that were held at the university and discussed the development of learning and teaching processes, such as:

- Preparing university exams.
- Employing technology in university teaching (blended education).
- E-Learning.
- Communication skills and to communicate in the educational situations.
- Mechanisms for activating the model in the educational process.
- Effective Power Point Presentation Skills.
- Effective Teaching Strategies.
- Calendar and exam preparation.

Continuous improvement of the methods of teaching and learning processes requires the faculty's interest in diversifying the methods of teaching theoretical and practical courses, and employing modern learning and teaching strategies, such as: e-learning. The faculty uses the e-learning system for purposes of achieving communication between faculty members and students. This system is loaded with the study plan for various courses, educational materials, and assignments, and this is done within clear and documented procedures to promote achievement of competitive educational outcomes, in addition to self-learning, group learning, and constructive criticism.

Diverse learning materials used from textbooks, journals, articles, research reports, image materials, and audio-visual materials including documentary films, video news, mass media articles, and digital contents/websites are used. Students have the ability to access study materials, such as journal articles, from the library database or receive them directly from their lecturer. Additionally, there are open-source materials available on the internet that can be accessed free of charge. Information regarding these learning materials can be found in the course syllabus and the Learning Management System (Moodle). Lecturers ensure that the learning materials are regularly updated every semester. The course instructor defines and selects the scientific subject matter for each course. Furthermore, the instructor is required to create a dedicated file specifically for the course they are teaching, which includes the following:

- Study Plan: Course description, sources and references, objectives, learning outcomes of the course, learning outcomes of the programme, methods of teaching, methods of assessment and weight in percentage, timetable for implementing the course, and policies for the course.
- A copy of the midterm and final exam questions after completing them, along with a copy of the model answers, in addition to the lists of the students' final results, the arithmetic average, and the graph of students' results.
- Final report: Course information, performance measures and learning outcomes, observations on learning outcomes, course content, suggested changes to the teaching resources, student results, proposed changes in the contents of marks distribution, and evaluation of the course by the instructor.

Study materials such as journal articles from the library database can be accessed by students, or they are provided by the lecturer. Some of the learning materials are open source materials that can be accessed for free from the internet. Information on the learning materials is given in the syllabus of the courses and is also available in the Learning Management System (Moodle). The learning materials are updated by the lecturers once every semester.

The Faculty of Media hosts guest lecturers, professionals who share insights from the Journalism and Mass Communication organizations, industry, journalism, and strategic communication, such as from Jordan T.V, Petra Agency, Roya T.V, and Al-Mamlaka T.V. This occurs through a statement on hosting guest speakers from other institutes, universities, or bodies to present seminars, lectures, and workshops for students and share their scientific and practical experiences. Before the start of the course, lecturers and guest speakers plan and agree on the topics to be covered.

Lecturing tutors have an important role in assisting the professors and Associate professors in monitoring the master's students in the faculty. In addition, they teach courses, help with examinations, counsel students, and act as advisors during the final thesis writing process.

Appraisal:

The didactical concept of the study programme is described, plausible and oriented towards the programme objectives. It allows for the application of different teaching and learning methods, such as, for instance, case studies or practical projects.

The accompanying course materials are oriented towards the intended learning outcomes and correspond to the required qualification level. They are up to date and digitally accessible for the students. They are user-friendly and encourage students to engage in further independent studies. The panel appreciates the use of Moodle but encourages the faculty to broaden the didactic approaches of E-Learning, beyond distributing files by, for example, quizzes on Moodle. This is possible without excessive effort and enlivens the learning process of the students.

Students are encouraged to take an active role in creating the learning process. Guest lecturers are invited and contribute to the student's qualification process with their special experience.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.3 Didactical concept					
3.3.1* Logic and plausibility of the didactical concept (Asterisk Criterion)			X		
3.3.2* Course materials (Asterisk Criterion)			X		
3.3.3 Guest lecturers			X		
3.3.4 Lecturing tutors			X		

3.4 International outlook

The undergraduate programme includes courses (compulsory and elective) of an international character which aim to address international and multicultural aspects. The following table (46) shows these courses:

Table (46): International Courses at Faculty of Media (Sample)

Code	Programmeme's Courses
1024303	International Relations
1021402	Arab media
0161503	Jerusalem (The Question of Palestine)
0161301	National Education
1023403	Media and Globalization
1023301	Public Relations and Crisis Management
1013402	Media Economics and Entrepreneurship
1014501	Issues in Audiovisual Media
0161502	Contemporary Issues
1012501	Public Opinion
1011502	Mass Communication and Society
1022401	Media and Sustainable Development
1023401	Media Legislations and Ethics
1024302	Conference and Evenment Management

The following table (49) shows the number of students benefitting from student exchange programmemes:

Table (49): Number of students benefitting from student exchange programmemes

year	Programme Name	University Name	Programme	Student Name
2018	Student exchange to improve Arabic and English languages as well as exchanging expertise and cultures between Jordan and Australia	Australian National University	Broadcasting and T.V	Dania Abdullah
2017	Al Sadi Changing Lives	SOAS University	Broadcasting and T.V	Mumen Al Hneiti

The following table (50) shows the number of international students at the Faculty of Media:

Table (50): Number of International Students at the Faculty of Media

Programmemes	2019/2020	2020/2021	2021/2022
Journalism and Mass Communication	7	2	4
Broadcasting and T.V	6	6	9
Digital Media	3	7	7

MEU develops its faculty members by applying promotion procedures that help improve their performance and the extent to which this is reflected in their performance and dedication to the learning and teaching process. Faculty members also participate in training workshops and are distinguished at local and international conferences. Over the past years, the Faculty of Media has evolved from a group of Iraqi and Jordanian faculty members with international experience. In addition, many faculty members have graduated from recognized local Arab

and international universities, whether from Jordan, Iraq, the USA, Russia, or Britain. The experience gained from their studies has also added an international dimension to the programme content. In addition, most faculty members have practical experience at the local, regional, and international levels.

The Faculty of Media offers its programmes in Arabic while also using English as a medium of instruction. Students in the ungraduated programme are required to study courses in English such as: English Communication Skills, Media Translation, Media English Language Skills. In addition, students have the option to request certain English language courses as electives. The faculty takes into account the diversity and differences in the abilities, skills, and languages of its students and works to meet the needs of students accordingly.

Appraisal:

International contents are an integral part of the curriculum. Students are thus prepared for the challenges in an international working environment. Through practical examples, students are enabled to act in an intercultural environment.

The international composition of the student body corresponds to the programme concepts. The measures taken to promote internationality are goal-oriented which can be seen in the rising proportion of foreign students. The international composition of the faculty (teachers with international academic and professional experience) promotes the acquisition of international competences and skills. The measures taken are goal-oriented. The panel appreciates the given status and encourages the university to strengthen the exchanges of lecturers and students in order to walk the strategy-oriented path continuously and thus, strengthening student's international competencies.

The proportion of foreign language courses and required foreign language materials corresponds with the qualification objectives of the study programmes.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.4 Internationality					
3.4.1* International contents and intercultural aspects (Asterisk Criterion)			X		
3.4.2 Internationality of the student body			X		
3.4.3 Internationality of faculty			X		
3.4.4 Foreign language contents			X		

3.5 Multidisciplinary competences and skills (Asterisk Criterion)

all classes are interactive, encouraging students' active participation. Cooperation, conflict handling, and leadership skills are developed through group assignments (e.g., case studies, projects, group presentations, and discussions), and the faculty emphasizes ethical behavior as the core of professionalism. As many students are concurrently working, the faculty ensures their interpersonal skills are transferrable in their profession. The study environment plays a significant role in strengthening language and communication competencies, both written and oral.

In the ungraduated programmes, students learn public speaking, cooperation, conflict management, and leadership through case studies, discussions, role-plays, and presentations. In addition, students use multidisciplinary approaches such as Perspectives on Mass Communication, Analysing Media Discourses, and Media Critiques when handling complex Media content. The faculty pays attention to educating students and making them more aware of their life mission toward their nation, homeland, university, families, and themselves.

The faculty has a policy for extracurricular activities and procedures for extracurricular activities and supports the participation of its students in the club system of the university which is dedicated to topics as Volunteering and community service, human rights, music etc.

Appraisal:

The students acquire communication and public-speaking skills as well as cooperation and conflict handling skills in accordance with the course descriptions. This is supported by means of suitable didactical and methodological measures.

The acquisition of further multidisciplinary competences, such as leadership skills and broad contextual knowledge, is ensured.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.5*	Multidisciplinary competences and skills (Asterisk Criterion)			X		

3.6 Skills for employment / Employability (Asterisk Criterion)

The employability of programme graduates depends on a number of elements, including: Integration of theory and application in curricular and extracurricular activities, enhancing multidisciplinary competencies and skills, providing global and multicultural content, promoting self-reliance and systematic work, and training on social skills, in addition to activating the services of the career guidance office.

As mentioned before in chapter 3.1, in its courses, the programmes combine theoretical aspects with practical examples so that students are prepared to join the different media branches. For examples, internships and fieldtrips are offered by the faculty.

The university organizes job fairs with wide participation from public and private sector institutions. The job fair, which the university organizes every year, aims to provide job opportunities for university alumni in addition to providing them with practical experience to enter the labour market and provide advisory services in the fields of Journalism and Mass Communication, which participating companies and institutions added. The following table (56) shows the job fairs in which students from the Faculty of Media participated:

Table (56): Job fairs in which students from the Faculty of Media participated

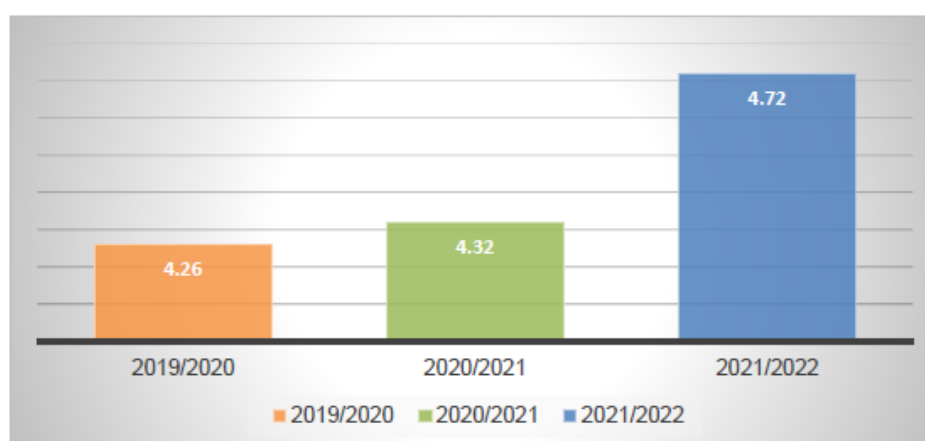
Job fair	Date
Job fair "Seventh Job day"	24 June 2022
Job fair "Step into the future"	19 January 2022
Job fair in cooperation with the King Abdullah II Fund for Development	14 May 2021
Job fair "My university will employ me"	04 January 2020
Job fair in cooperation with the Ministry of Labor	27 April 2019
Job fair in cooperation with the King Abdullah II Fund for Development	09 January 2019
Job fair in cooperation with the Ministry of Labor	06 May 2018
A training programme for graduate students in cooperation with the King Abdullah II Fund for Development	08 July 2018

The results of graduate employment activities at the faculty indicate that a high percentage of graduates are employed in jobs in the core of their majors. In order to develop and improve, the faculty has activated the job fair assessment questionnaire for students and companies. The faculty seeks to have a special job fair for its students in cooperation with the Career Guidance Office/Deanship of Student Affairs, for the desired benefit to students and employers. The faculty actively strives to collaborate and coordinate with employers and the workplaces where its alumni are employed. To assess the status of its alumni, the faculty engages in regular meetings with these work institutions and conducts evaluations. The effectiveness of different programmes is measured by analysing questionnaires provided by these institutions. The results consistently demonstrate a high level of satisfaction among employers with the skills, qualifications, and abilities of the faculty's graduates over the past three years:

Table (54): The level of employer's satisfaction with faculty graduates

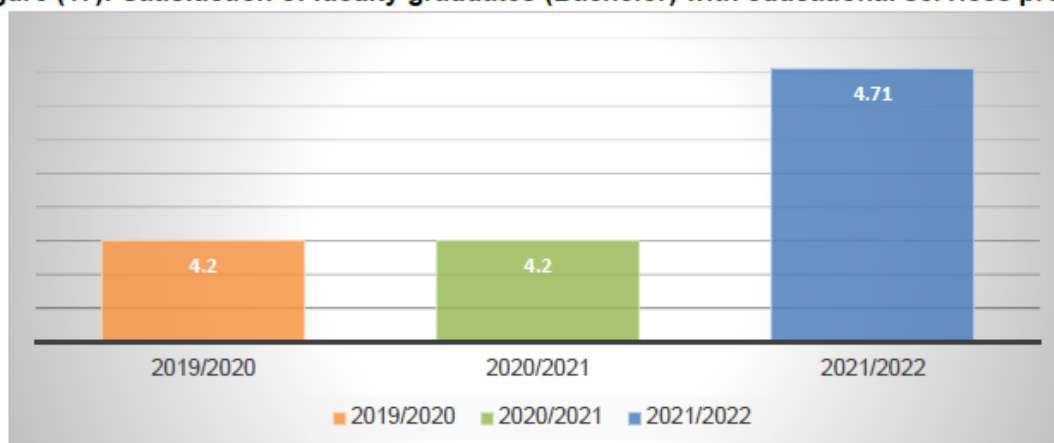
Level of Performance	Years			Level of performance improvement (green: improved, yellow: stable and red: underperformance)		
	2019/2020	2020/2021	2021/2022			
Year						
Level of employers satisfaction with faculty graduates	4.26	4.32	4.72			

Figure (16): The level of employer's satisfaction with faculty graduates



Also, the student' satisfaction with their academical support in terms of future employment is measured by the university:

Figure (17): Satisfaction of faculty graduates (Bachelor) with educational services provided



Appraisal:

The promotion of employability – for instance through the integration of theory and practice and through the promotion of multidisciplinary competences and skills – runs as a common thread of the study programmes through all its courses. In the view of the panel, the steady improvement of the evaluation results shows the faculty's endeavour to develop and improve the level of graduates and provide them with sufficient knowledge to meet the requirements of the labour market.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.6* Skills for employment / Employability (Asterisk Criterion)			X		

4. Academic environment and framework conditions

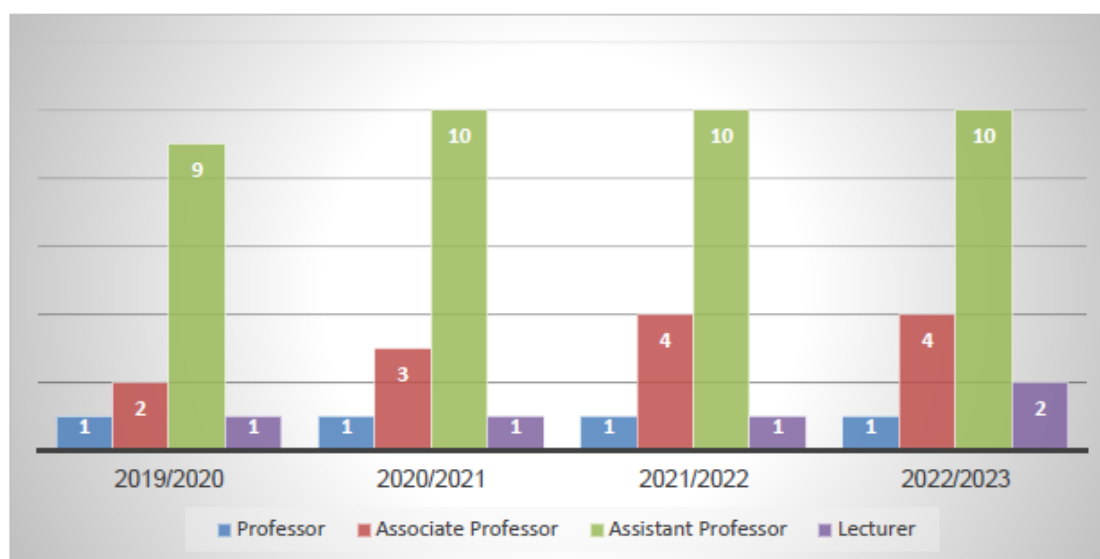
4.1 Faculty

The faculty adheres to a policy that involves appointing full-time faculty members and seeking part-time assistance, in line with the frameworks established by the Accreditation and Quality Assurance Commission for Higher Education Institutions for the special accreditation of the undergraduate programme and its standards. When appointing faculty members, the faculty considers their qualifications in relation to the programmes they will be involved in, ensuring comprehensive coverage across all fields. The following table and figure show the distribution of faculty members at the Faculty of Media according to academic rank:

Table (61): Distribution of faculty members according to academic rank

Academic Rank	2019/2020	2020/2021	2021/2022	2022/2023
Professor	1	1	1	1
Associate Professor	2	3	4	4
Assistant Professor	9	10	10	10
Lecturer	1	1	1	2

Figure (19): Distribution of faculty members according to academic rank



The appointment instructions define the bottom-up hierarchy starting with lecturers, assistant professor, associate professor and professor. A faculty member is required to have an academic qualification at the doctoral level and must have at least two publications in renowned journals. For promotion, the instructions determine that the period of an academic rank should not be held less than five years, of which three must be at MEU (seniority). During the time in a certain rank, the publications should be of valuable output and half of it should be achieved while serving at MEU (scientific research). Moreover, the teaching performance should be evaluated by the students not less than 70 % (teaching) and the staff should be active in university community service and committed to the vision and mission of the MEU.

Special training courses in the form of seminars and lectures are provided to ensure that both old and new faculty members develop the necessary educational competencies and enhance the necessary skills at the beginning of each semester. MEU and the faculty are interested in encouraging faculty members to participate in scientific and participatory research as well as workshops, professional meetings and conferences wherever they are to help them develop their educational and research capabilities.

The Faculty of Media members have practical experiences in media journalism, broadcast journalism, film production marketing communications, digital media, and public relations. These practical experiences are obtained from their professional work before or while lecturing in the Faculty of Media. Their teaching covers Print Media, TV News and Audio Media Production, Broadcast Programming, film production, Marketing Communications, digital media, Public Relations Campaigns, and so on, which is considered a perk for the students of

the faculty and the faculty itself, as they share their practical experiences and keep students informed of the latest developments in the field of media through courses they study.

The Faculty of Media values the feedback of its staff which they can express in the evaluation process for the dean of faculty and the heads of the departments. Moreover, faculty members and the dean of the faculty cooperate in issues related to the development and improving study plans for courses and the creation of new courses. Therefore, they hold regular meetings throughout the semester. It also encourages its members to engage in joint scientific research projects.

The Faculty of Media assigns new students to faculty members, a so-called student advisor, to guide them academically and help them choose the courses that suit the stages of their studies throughout the entire period of their undergraduate studies. Student advisors also monitor the student's performance and help them in case their performance does not meet the academic expectation to successfully finish their studies. Besides their teaching, the faculty members offer two hours a day for student support.

Many of the tasks that advisors are responsible for are automated by the electronic registration system. For example, prerequisites check, electives selection, and credit hours' limits are checked automatically during registration. Students are forced to adhere to all regulations. The student status is automatically updated on the system showing detailed information such as the credit hours that were completed, the remaining credit hours, and graduation status (when the student is about to finish all of the programme requirements). Courses are offered during the Fall (first), Spring (second), and Summer semesters. Registration is done online or manually. Students with a GPA higher than 3.4, or students in their graduation semester can register for a maximum of 21 credit hours with the approval of the faculty dean. On the other hand, students with critical status must consult with their advisors to create their semester schedules. This allows the advisor to discuss different issues related to the academic performance of the student prior to registration.

Appraisal:

The faculty's composition, consisting of full-time and part-time (visiting) lecturers, guarantees that both the academic standards and the requirements of professional practice are fully satisfied. During the online conference became clear that the university is hiring new professors which is, in the view of the panel, the right step to ensure the academic quality and variety in quick developing topics.

The academic qualification of the faculty corresponds to the requirements and objectives of the study programmes. The HEI verifies the qualifications of the faculty members by means of an established procedure. Specific measures for the further qualifications of the faculty members are implemented.

The pedagogical and didactical qualifications of the faculty correspond to the requirements and objectives of the study programmes. The HEI verifies the qualifications of the faculty members by means of an established procedure. The HEI ensures that assessors are familiar with existing testing and examination methods and receive support in developing their own skills in this field. Specific measures for the further qualification of the faculty are implemented.

The practical experience of the faculty corresponds to the requirement of the study programmes to integrate theory and practice.

The faculty members cooperate with each other for the purpose of tuning the courses towards the overall qualification objectives. Meetings of all those teaching in the programmes take place regularly.

The faculty members are available for the students outside the specified office hours as well. The students are “fully content” with the support they receive. During the online conference, the panel learned from the students and graduates that the faculty staff is available anytime for them even after the specified office hours. The students can arrange a personal appointment or an online appointment for a meeting on Microsoft teams and are very grateful for the open-door policy and the familiar atmosphere. The panel therefore appreciates the faculty’s strong commitment to the student’s wellbeing.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.1 Faculty					
4.1.1* Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			X		
4.1.2* Academic qualification of faculty (Asterisk Criterion)			X		
4.1.3* Pedagogical / didactical qualification of faculty (Asterisk Criterion)			X		
4.1.4 Practical business experience of faculty			X		
4.1.5* Internal cooperation (Asterisk Criterion)			X		
4.1.6* Student support by the faculty (Asterisk Criterion)		X			
4.1.7(*) Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					X

4.2 Programme management

The Dean of Faculty of Media is responsible for overseeing faculty appointments, faculty evaluation, curricular changes, student organizations within the faculty, class scheduling, internships, the faculty budget and other strategic responsibilities.

The dean is mainly responsible for the management of academic and administrative staff. In the course of carrying out his duties, decision-making within the faculty is shared between faculty members through committees and departments. In addition, the dean gathers the faculty’s advisory council, which consists of distinguished members of the Journalism and Mass Communication community and seeks to help the faculty understand the needs of the labour market and society, in addition to its important role in strengthening relations with the community and institutions.

The administrative staff facilitate and follow up the processes of decision-making, organizing activities, and facilitating procedures to meet requirements for faculty members and students. They coordinate the discussion, deliberation, and decision-making procedures through the

administrative support provided by the college through committees, departments, and centres affiliated with the faculty by involving them directly with the dean, to organize the progress of the academic process, meet the requirements or respond to functional or personal issues for students and faculty members in accordance with the structural and administrative organization of the faculty. Administrative staff support is also concerned with organizing student participation in the decision-making process by following up participation in liaison committees and attending joint meetings with departments, committees, and the dean of the faculty. This allows students to raise issues related to their own interests and ensures more transparency. The administrative staff is responsible for carrying out daily technical activities, such as preparing activities for learning, providing administrative services to students. The administrative staff assists students in managing academic and student administration documents.

The faculty holds periodic meetings for its governance councils; through which the tasks and responsibilities of all governance councils are defined and documented. Each of these councils has specific tasks and responsibilities that are consistent and integrated with each other. In order to involve the largest number of stakeholders in decision-making through governance councils, the faculty is keen to represent all parties in these councils. The faculty council is constituted as follows:

- 1- Dean of the faculty- (President of the Council)
- 2- Head of the Journalism and Mass Communication Department - (member)
- 3- Head of the Broadcasting and T.V Department - (member)
- 4- Head of Digital Media Department - (member)
- 5- A representative of the Journalism and Mass Communication Department - (member)
- 6- A representative of the Broadcasting and T.V Department - (member)
- 7- A representative of the Digital Media Department - (member)
- 8- A representative of the local community - (member).

Furthermore, MEU is dedicated to improving and advancing the e-learning environment across faculties and programmes. It aims to enhance the skills of both faculty members and students in e-Learning through the e-Learning and Academic Development Center. This is achieved by improving the effectiveness of education, enhancing educational outcomes, and establishing a supportive electronic environment for faculty and students. These goals are supported by a range of emerging services that leverage modern technologies for learning.

Appraisal:

The programme director coordinates the activities of the persons involved in the programme and ensures that the programmes run smoothly. Faculty members and students are supported by the administration in the organisation of the study programmes. Sufficient administrative staff is available. Decision-making processes, authority and responsibilities are clearly defined by the HEI. Teachers and students are included in the decision-making processes where their areas of works are involved.

The opportunities of electronic service-support are used and supplement personal one-to-one counselling. The HEI offers the administrative staff opportunities for continuous professional development.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.2	Programme management				
4.2.1*	Programme Director (Asterisk Criterion)		X		
4.2.2	Process organisation and administrative support for students and faculty		X		

4.3 Cooperation and partnerships

MEU and the Faculty of Media concluded several agreements and memorandums of understanding with academic, official, and private institutions for academic cooperation at the local and international levels:

The university is actively seeking to establish external connections in order to form strategic partnerships for student exchange programmes, and to attract grants and assistance from national and international organizations and institutions for both students and researchers. The Office of International Relations has taken on the responsibility of cooperating and communicating with external entities to achieve these goals and others.

To enhance the implementation of its relationship and cooperation policies with institutions at the national, regional, and international levels, the University made the decision to establish the International Programmes Center in the academic year 2018/2019. As a result, the University has been able to enter into scientific partnership agreements, hosting joint programmes with the University of Bedfordshire. These programmes offer undergraduate, master's, and doctoral degrees in various disciplines, including media production at the undergraduate level and media studies at the doctoral level. Through effective internal and external agreements, the faculty, in collaboration with the International Programmes Center, has established relationships at the regional, national, and international levels. These relationships enable the university to benefit from programmes such as Erasmus Plus, which aims to facilitate student exchanges between faculty and foreign universities. The goal is to promote universality, excellence, and creativity within the university's programmes:

Table (69): Sample of Agreements and Memorandums of Understanding at the Local and International Levels

#	Agreements and Memorandums of Understanding
1	SILKWAY International University
2	University of Bedfordshire (MOA)
3	Strathclyde University – UK
4	Schiller International University –Paris
5	Al-Quds Open University
6	Memorandum of Understanding and Scientific, Cultural and Academic Joint Cooperation between MEU and the University of Tripoli
7	Arab World Center for Democratic Development and Human Rights
8	Memorandum of Understanding with Mutah University
9	social security corporation
10	Memorandum of Understanding between MEU and the Public Security Directorate- Centre for Strategic Security Studies
11	Memorandum of Understanding with Lawyers without Borders Organization
12	Memorandum of Understanding with Jordan University of Science and Technology
13	Memorandum of Understanding of the Jordanian Society for the Protection of the Environment
14	Memorandum of cooperation with the Syndicate of Journalists
15	Jordan Press and Publishing Company (Al-Dustour)
16	Jordan News Agency (Petra)
17	Memorandum of Understanding with the National Library

#	Agreements and Memorandums of Understanding
18	Memorandum of Understanding with the National Centre for Environmental Justice
19	Memorandum of Understanding with the National Centre for Environmental Justice
20	Erasmus + for Student Exchange

The faculty has also established formal cooperation with business and professional organizations, which are documented in agreements and memorandums, as mentioned in the table below:

Table (70): Sample of agreements with business and professional organisations

#	Agreements and Memorandums of Understanding
1	Al Jazeera Media Institute
2	Jordan Broadcasters Association
3	Memorandum of Understanding with the Jordanian newspaper Al-Ghad
4	Cooperation agreement with the Arab Media Forum
5	Radio Riyada
6	Integrated Media Academy
7	Al Rawaq Establishment for Publishing and Distribution
8	Academy of Arts for Radio and Audio (Raneen)

These agreements serve to assist students, promote youth employment, and encourage community service through various activities such as capacity building, education, vocational

training, and skill development. It focused on enhancing expertise in media training, knowledge exchange, media activities, and organizing specialized conferences of mutual interest. The agreement also facilitated joint field visits and the implementation of collaborative training courses. Additionally, a memorandum of understanding was signed with Al-Ghad newspaper and Al Jazeera Media Institute. This memorandum aimed to facilitate the exchange of experiences through training courses and workshops, leveraging the expertise of faculty members from the Faculty of Media across various areas of training and scientific media.

Appraisal:

The scope and nature of cooperation of the university with other academic institutions and networks as well as with business organisations relevant for the programmes are plausibly presented. The agreements forming the basis of the cooperations are documented.

The cooperations are actively pursued and have a clear impact on the conception and implementation of the study programmes. All such activities contribute to the development of the students' qualification and skills. The panel appreciates the given status and encourages the university to care even more for these cooperations, as the mutual benefits are considerable.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.3	Cooperation and partnerships					
4.3.1(*)	Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			X		
4.3.2(*)	Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)			X		

4.4 Facilities and equipment

The visitation took place online via the video conferencing tool ZOOM so that the panel members were not able to visit the facilities in person. The university provided a video introducing the campus surroundings and facilities.

The campus has six buildings with an exhibition hall and eleven seminar halls, a gymnasium with changing rooms and four canteens. On campus, there are also two book shops and a bank. It offers parking lots for cars and bikes.

The HEI publishes its latest news on its website. It also provides relevant electronic services, like the e-learning platform Moodle, an online exam system and a student guide available online as well. Moreover, every student receives a university e-mail address. There is Wi-Fi on campus available.

The Faculty of Media includes a Media Training Centre, which is a primary resource that the faculty particularly benefits from, as it contains press and digital media laboratories, television and radio studios, cameras and equipment that play an essential role in the process of teaching and practical learning, and provide faculty students with practical media skills and experiences

when they apply media work in a practical way in its facilities. The faculty received support from UNESCO in the form of equipping a press lab with 20 computers and all necessary office and technical supplies. Several workshops were implemented for instructors by the organization and the British Reuters Foundation on digital media, mobile journalism, data journalism, and journalism Television surveys, to raise the professional level and facilitate dealing with laboratories prepared for this purpose.

The Media Training Centre is the applied arm of the Faculty of Media, which deals with training operations in the areas of preparing and presenting news releases, photography and montage, video production, field investigations, reportages, preparing and presenting radio and television programmes, communication skills, body language on television, sound and image techniques, and radio directing. The centre also supervises graduation research carried out by students in the last year of the undergraduate or master degree. The centre has two radio studios, a television studio, editing and montage rooms, and computer applications. It is also equipped with the latest technical equipment similar to studios in Broadcasting and T.V stations. In recent years, the Centre has adopted modern applications of multimedia and incorporated these into its training programmes.

The opening hours of the library are Saturday until Wednesday from 08.00-20.00, Thursday from 09.00-14.00, on Fridays, the library is closed as this is the regular weekend in Jordan. The library can accommodate about 500 students and has a multimedia room and a computer lab.

There are also electronic services available on the library's website. The Library Department subscribes to scientific journals to provide the researcher with various researches, each according to specialization, while the Faculty of Media had an adequate share of these. The Library Department also works to provide books in several fields according to the needs of lecturers and students, in a way that ensures distinction from other universities. At the beginning of each academic year, a form for purchasing information resources, in which the needs of lecturers and students are determined for books to be purchased by the Procurement and Tenders Department and to supply these to the library and a library visit form. The following table shows a general statistic about the assets, books, and references available in the University Library / Faculty of Media:

Table (73): general statistic about the assets, books and references available in the University Library/ Faculty of Media

#	Description
1021	Total number of books in Arabic at the library
304	Total number of books in foreign languages at the library
697	Number of paper books in Arabic/ Faculty of Media
290	Number of paper books in foreign languages/ Faculty of Media
3000	Number of electronic books in foreign languages/ Faculty of Media/ EBSCO database

#	Description
31801	Number of electronic books in foreign languages/ Faculty of Media/ E-brary
319	Number of electronic books in Arabic/ Faculty of Media/ EBSCO database
28	Number of dictionaries, encyclopedias and references
4	Number of paper journals and periodicals in Arabic/ Faculty of Media
4	Number of paper journals and periodicals in foreign languages/ Faculty of Media
8	Number of electronic journals and periodicals in languages/ Faculty of Media/ EBSCO A database from Arab universities
400	Number of electronic journals and periodicals in English/ Faculty of Media/ EBSCO fore media database
3	PHD theses for students from outside MEU/ Faculty of Media
324	Paper dissertations of MEU students/ Faculty of Media
3079	Number of electronic dissertations in Arabic/ Faculty of Media/ Dar Al Manduma datab
3339	Number of electronic university dissertations in English/ Faculty of Media/ EBS database
15914	Number of electronic university dissertations in English/ Faculty of Media/ Pro Qu database
636	Number of chairs available for students at library halls
90	Number of tables available for students at library halls
70	Private study rooms
24	Computers to serve students and researchers
57	Resting seats

The library shares a number of databases for the benefit of students and researchers, including:

- Pro quest database for university theses.
- ASKZAD Library for Books and Theses.
- Emerald database of Journals.
- E-BRARY e-book database.
- EBSCO Scientific Journals Database.
- Dar Al Manduma for university theses.

The e-services of the library are available off-campus for the students with their login.

Appraisal:

Albeit the panel members were not present at MEU in person, they were provided with photographs and videos showing the campus, the library, the faculty and the equipment including necessary labs for the content of the study programmes, working stations with computers and tables for group work and barrier-free entrance possibilities for students with disabilities. The panel members had the opportunity to watch the senior librarian introducing the library's website and access during the online conference. The quantity, quality, media and IT facilities of the teaching rooms meet the standards required for the programmes, even taking into account the resource needs of other study programmes. The rooms are properly equipped for disabled persons and offer barrier-free access. Access to the internet through laptops via wireless LAN is provided free of charge. A sufficient number of group rooms is available.

The opening hours of the library take students' needs sufficiently into account. Access to the literature as well as to digital media is ensured. The literature expressly required for the study programmes is available in the library and also kept up to date.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.4	Facilities and equipment				
4.4.1*	Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)		X		
4.4.2*	Access to literature (Asterisk Criterion)		X		

4.5 Additional services

The HEI supports its students in different counselling centres with regard to their career, research, networking, language proficiency, technical competencies and health. These centres include the Student Services Centre, the Innovation and Entrepreneurship Centre, the Guidance and Counselling Centre, the Consultancy, Training and Language Centre, the E-Learning and Academic Development Centre, the Human Rights Centre. For example, the Guidance and Counselling Centre is responsible for psychological support and mental health for all university members. The Innovation and Entrepreneurship Centre helps students to develop business ideas, offers workshops on innovation and entrepreneurship and support with consultation and guidance by implementing productive projects. Students, university members and even the local community can take language courses or seek technical support at the Consultancy, Training and Language Centre. Assistance with regard to all aspects related to e-learning is given by the E-Learning and Academic Development Centre. For extracurricular activities, the university offers a music room, a gym and outdoor sports grounds.

To actively engage with alumni, the faculty operates a Student Affairs Committee, which ensures regular and effective communication. The committee consistently updates alumni data, striving to provide job opportunities through local community institutions and alumni tracking procedures. These measures assess the professional progress of university graduates and shall support their ongoing success. The faculty works to communicate with alumni through multiple means such as Facebook, WhatsApp groups, e-mail, telephone and other available means. Moreover, the faculty involves its students in various governance councils, such as the university council and the advisory council, which includes a number of alumni and students on study seats, believing in the importance of communicating with them for the purposes of developing its academic programmes. Among the most important services provided by the Career Guidance and Graduate follow-up Office/ King Abdullah II Fund for Development to university students, including students of the Faculty of Media:

- One-on-one counselling sessions to identify their personalities, skills and interests.
- Providing a range of life and psychological workshops in several fields
- Planning and empowerment to educate students about their career paths.

The university organizes job fairs with wide participation from public and private sector institutions. The job fair, which the university organizes every year, aims to provide job opportunities for university alumni in and with practical experience to enter the labor market. The faculty seeks to have a special job fair for its students in cooperation with the Career Guidance Office/Deanship of Student Affairs, for the desired benefit to students and

employers. The following table shows the job fairs in which students from the Faculty of Media participated:

Table (78): Job fairs in which students from the Faculty of Media participated

Job fair	Date
Job fair "Seventh Job day"	24 June 2022
Job fair "Step into the future"	19 January 2021
Job fair in cooperation with the King Abdullah II Fund for Development	14 May 2021
Job fair "My university will employ me"	04 January 2021
Job fair in cooperation with the Ministry of Labor	27 April 2019
Job fair in cooperation with the King Abdullah II Fund for Development	09 January 2019
Job fair in cooperation with the Ministry of Labor	2018/05/06
A training programme for graduate students in cooperation with the King Abdullah II Fund for Development	2018/07/08

Appraisal:

Career counselling and placement services are offered to the students and graduates to promote their employability. The HEI provides sufficient resources which support the students during their studies finding the right place for their field trip.

An alumni organisation has been set up with the aim of developing an alumni network, the necessary measures are taken. The panel encourages the faculty to strengthen the contacts to companies and business partners so that faculty-specific alumni tracking and fruitful cooperation with alumni in terms of developing the programmes, of lecturing and of exchanges contributes to the student's competencies and the programmes' up-to-dateness. A club of MEU media alumni would form a round picture the well-done support of students during their student life circle and the viral contact via social media etc.

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.5	Additional services					
4.5.1	Career counselling and placement service			X		
4.5.2	Alumni Activities			X		

4.6 Financing of the study programme (Asterisk Criterion)

The programmes are funded by the student's tuition fees that must be paid each semester. Scholarships are granted to student which is determined by the Board of Trustees and the HEI's president. For instance, recipients can be children of MEU employees or students with distinguished performance in high school-

Appraisal:

The income related to the programme ensures that each cohort of students starting within the accreditation period can complete the study programme.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.6* Financing of the study programme (Asterisk Criterion)			X		

5. Quality assurance and documentation

MEU created the Accreditation, Quality and Information Center in 2018/2019 in response to the determination of the higher management to raise the level of quality performance, and its academic and administrative achievement in various fields, after MEU obtained a certificate of quality assurance (golden level) in 2018.

The senior management, the Deanship of Accreditation, Quality and Information, the control and audit division for quality assurance and the external advisors are committed to all stakeholders, especially the Board of Trustees and all supervisory and oversight bodies such as the Higher Education Accreditation and Quality Assurance Authority, the Ministry of Higher Education and Scientific Research and various other ministries to ensure the implementation of the quality assurance management.

The senior management encourages faculties to participate in setting up, implementing and improving activities and events related to quality assurance. Their feedback and recommendations are collected by the Deanship of Accreditation, Quality and Information to forward them to the council of deans for approval. After a period of implementation, the results are evaluated and recommendations are sent to the senior management for further discussion.

On faculty level, at the end of each term, the students receive a questionnaire for course-plan evaluation with regard to the quality of course materials. Furthermore, the office of consultation asks graduates to give feedback about the undergraduate programmes as well as to ensure that the course plans are adapted to the needs of the labour market and to increase the competitiveness of the students. They receive questions concerning the quality of the academic counselling, educational resources and learning outcomes. To ensure transparency for the students, they are invited by the academic staff to attend meeting of liaison committees and joint meetings with departments, committees and the dean of the faculty. Students can raise issues related to their interests in these meetings.

In addition, a questionnaire is handed out to the faculty alumni, to the administration staff and to employers each academic year aiming at evaluating the satisfaction levels of education outputs from different perspectives to meet labour requirements. It asks about graduates' proficiency to carry out their jobs, the training programmes for community institutions, scientific consultation, scientific projects and research, community- targeted scientific literature and books and the participation in conferences and forums. The answers are analysed in the questionnaire report that also includes specific recommendations and enhancement suggestions of each target group.

General information about academic programmes, study materials, the academic calendar, exams, a student handbook and student service is provided on MEU's website. News about the latest activities and development are available on the official website as well. The online

platforms, like Moodle or odugate, provide details of academic requirements, credit hours, schedules, study plans of courses and grades.

Appraisal:

A quality assurance and development procedure, which systematically and continuously monitors and develops the quality of the programmes with respect to its contents, processes and outcomes has been set up. It takes into account the evaluation results forwarded by the Faculty of Media. Faculty members and students participate in the respective evaluations and assess the quality assurance and development procedures. Responsibilities are clearly defined. The panel recommends, as students are also part of the advisory board, to integrate students also in the quality development decision making.

Evaluation by the students is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated to the students and provide input for the quality development process. Quality control by the faculty is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated and provide input for the quality development process.

An external evaluation is carried out on a regular basis and in accordance with a prescribed procedure; the outcomes are communicated and provide input for the quality development process. The study programme is described in detail. This documentation is constantly updated and easily accessible for interested parties both in print and in digital form, which ensures a high level of transparency. The Faculty uses, beside the website, multiple social media channels to keep students and interested parties up to date.

The HEI regularly publishes current news and information – both quantitative and qualitative – about the study programme.

	Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
5.1* Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)			X		
5.2 Instruments of quality assurance					
5.2.1 Evaluation by students			X		
5.2.2 Evaluation by faculty			X		
5.2.3 External evaluation by alumni, employers and third parties			X		
5.3 Programme documentation					
5.3.1* Programme description (Asterisk Criterion)		X			
5.3.2 Information on activities during the academic year			X		

Quality profile

HEI: Middle East University, Jordan

Bachelor programmes: Bachelor in Broadcasting and T.V., Bachelor in Journalism and Mass Communication and Bachelor in Digital Media

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
1	Objectives					
1.1*	Objectives of the study programme (Asterisk Criterion)			x		
1.2*	International orientation of the study programme design (Asterisk Criterion)			x		
1.3	Positioning of the study programme					
1.3.1	Positioning of the study programme in the educational market			x		
1.3.2	Positioning of the study programme on the job market for graduates („Employability“)			x		
1.3.3	Positioning of the study programme within the HEI's overall strategic concept			x		
2	Admission					
2.1*	Admission requirements (Asterisk Criterion)			x		
2.2	Counselling for prospective students			x		
2.3*	Selection procedure (if relevant)					x
2.4(*)	Professional experience (if relevant; Asterisk Criterion for master programmes that require professional experience)					x
2.5*	Ensuring foreign language proficiency (Asterisk Criterion)			x		
2.6*	Transparency and documentation of admission procedure and decision (Asterisk Criterion)			x		
3	Contents, structure and didactical concept					
3.1	Contents					
3.1.1*	Logic and conceptual coherence (Asterisk Criterion)			x		
3.1.2*	Rationale for degree and programme name (Asterisk Criterion)			x		
3.1.3*	Integration of theory and practice (Asterisk Criterion)			x		
3.1.4	Interdisciplinary thinking			x		
3.1.5	Ethical aspects			x		
3.1.6*	Methods and scientific practice (Asterisk Criterion)			x		
3.1.7*	Examination and final thesis (Asterisk Criterion)			x		
3.2	Structure					

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
3.2.1*	Modular structure of the study programme (Asterisk Criterion)			x		
3.2.2*	Study and exam regulations (Asterisk Criterion)			x		
3.2.3*	Feasibility of study workload (Asterisk Criterion)			x		
3.2.4	Equality of opportunity			x		
3.3	Didactical concept					
3.3.1*	Logic and plausibility of the didactical concept (Asterisk Criterion)			x		
3.3.2*	Course materials (Asterisk Criterion)			x		
3.3.3	Guest lecturers			x		
3.3.4	Lecturing tutors			x		
3.4	Internationality					
3.4.1*	International contents and intercultural aspects (Asterisk Criterion)			x		
3.4.2	Internationality of the student body			x		
3.4.3	Internationality of faculty			x		
3.4.4	Foreign language contents			x		
3.5*	Multidisciplinary competences and skills (Asterisk Criterion)			x		
3.6*	Skills for employment / Employability (Asterisk Criterion)			x		
4.	Academic environment and framework conditions					
4.1	Faculty					
4.1.1*	Structure and quantity of faculty in relation to curricular requirements (Asterisk Criterion)			x		
4.1.2*	Academic qualification of faculty (Asterisk Criterion)			x		
4.1.3*	Pedagogical / didactical qualification of faculty (Asterisk Criterion)			x		
4.1.4	Practical business experience of faculty			x		
4.1.5*	Internal cooperation (Asterisk Criterion)			x		
4.1.6*	Student support by the faculty (Asterisk Criterion)		x			
4.1.7(*)	Student support in distance learning (only relevant and an Asterisk Criterion for blended-learning/distance learning programmes)					x
4.2	Programme management					
4.2.1*	Programme Director (Asterisk Criterion)			x		
4.2.2	Process organisation and administrative support for students and faculty			x		
4.3	Cooperation and partnerships					

		Exceptional	Exceeds quality requirements	Meets quality requirements	Does not meet quality requirements	n.r.
4.3.1(*)	Cooperation with HEIs and other academic institutions or networks (Asterisk Criterion for cooperation programmes)			x		
4.3.2(*)	Cooperation with business enterprises and other organisations (Asterisk Criterion for educational and vocational programmes, franchise programmes)			x		
4.4	Facilities and equipment					
4.4.1*	Quantity, quality, media and IT equipment of teaching and group rooms (Asterisk Criterion)			x		
4.4.2*	Access to literature (Asterisk Criterion)			x		
4.5	Additional services					
4.5.1	Career counselling and placement service			x		
4.5.2	Alumni Activities			x		
4.6*	Financing of the study programme (Asterisk Criterion)			x		
5	Quality assurance and documentation					
5.1*	Quality assurance and quality development with respect to contents, processes and outcomes (Asterisk Criterion)			x		
5.2	Instruments of quality assurance					
5.2.1	Evaluation by students			x		
5.2.2	Evaluation by faculty			x		
5.2.3	External evaluation by alumni, employers and third parties			x		
5.3	Programme documentation					
5.3.1*	Programme description (Asterisk Criterion)		x			
5.3.2	Information on activities during the academic year			x		