Course Description Form

Basic Course Specifications					
Course Title	:	**Media and Society**			
Course Code	:	**COM333**			
Program on which the course is given	:	√ **Bachelor**	❒ **Diploma**	□ **Master**	□ **Pre- PhD**
Academic year	:				
Specialization (units of study)	:	Theoretical (√)		Practical ( )	
Pre-Requisites	:	**None**			

Overall Course Objectives

This course is designed to give the students some important basic information on the nature and history of mass media .The course addresses such issues as the relationship between media and Society, characteristics of media institutions, media in relation to other institutions, institutions and powers, audience and effects related topics, .media and new technology, facets of globalization and media and media imperialism

Intended Learning Outcomes

By the completion of this course, students are expected to be able to do the following:

- Identify bias messages produced by major media outlets and other alternative forms of mass communication.
- Identify and apply different research approaches to the media.
- Design media messages for different audiences and in different formats.
- Discuss about the different ideologies present in cultural messages.
- Summarize, paraphrase, and quote appropriate research sources accurately and fairly.

Knowledge and Understanding

By the completion of this course, students are expected to be able to do the following:

- Understand how media systems are integrated and shaped by larger systems of power and cultural understanding and, how in turn, those systems of power and stratification are dependent of communications.
- Develop critical tools to explore how non-dominant groups including women, people of color, social class, and sexual orientation are represented in the media; the significance of those representations, the role of those representations in the reproduction of inequality and how those representations have changed over time.
- Develop a meaningful understanding of the evolution of media systems and how inequality of access combined with the proliferation of platforms influence social perceptions and interaction, as well as social structure.
- Write analytically about issues of race, class and gender in conjunction with media systems.

Intellectual Skills

- Demonstrate an understanding of the mass media and society including but not limited to newspapers, radio, television, movies, recording industry, and social media.
- Apply textual analysis as a method to perform a close and critical reading of different media content.
- Evaluate the ethical implications of cultural representations in the media (the media that you consume and produce).

Professional and Practical skills

By the completion of this course, students are expected to be able to do the following:

- Be active participants in discussions and evaluating information.
- Be active participants and contribute to discussions based on their individual perceptions and experiences.

General and Transferable skills

By the completion of this course, students are expected to be able to do the following:

- Explain different relations between media and society.
- Develop an ability to study independently and to work in groups.
- Develop an ability to deliver presentations and communicate effectively in speech and writing
- Become a more autonomous, and self-directed learner who seek information independently and use it to grow their knowledge base.
- Effectively communicate their understanding of the new theories and conceptual frameworks to diverse audiences through different formats and platforms (class discussions, blog entries, short written assignments, etc.)

Course content

Lect. #	Topic	Hrs#	Theoretical	Practical
Week One	**Session One** Introduction and Orientation of the Course **Chapter (1) : Media Text** Introduction , text and meaning , text and contexts pp. pp. 5-9 **Session Two** **Chapter (1): Media Text** **Application:** Discussion questions pp. 42-43 **Assignment:** Read a text about the same event from two different sources , and identify the effect of the context on presenting and interpreting information .	4	√	√
Week Two	**Session One** **Chapter (1) : Media Text** Deconstructing texts , semiotic analysis , image analysis , discourse analysis critical thinking discourse pp. 9 – 15 **Session Two** **Chapter (1) : Media Text** **Application:** Analyze images and identify the latent meaning.	4	√	√

	Assignment: Analyze articles from newspapers and identify the latent meaning from the text .			
Week Three	**Session One** **Chapter (2): Media Institutions** Defining Media Institutions - Characteristics of Media Institutions pp. 49-52 Media in relation to other institutions – Media and government pp.59 -65 **Session Two** **Chapter (2): Media Institutions** **Application:** Discussion questions (p.81) **Assignment :** Read an article on the relationship between the media and the government	4	√	√
Week Four	**Session One** **Chapter (2): Media Institutions** The regulation of media institutions pp. 62-65 Institutions and power pp. 67-68 New institutions, new media and new markets pp.75-76 **Session Two** **Chapter (2): Media Institutions** **Open discussion:** Discuss how media regulations affected coverage of certain current events**.** **Assignment:** Read two articles, from different countries , about the regulations of media institution .	4	√	√
Week Five	**Session One** **Chapter (1) : Media text** Texts , representations , ideology and identity pp. 21-24 **Chapter (3): Audience and Effects** Concepts of Audiences The commodified audience The active audience Pp. 84-90 The reading audience Pp. 91-94 **Session Two** **Chapter (3): Audience and Effects** **Applications:** ● Discussion questions (p.107) ● Identify how certain people , countries , etc. groups been represented through various media genres .	4	√	√

	Assignment : Read an article on the active audience			
Week Six	**Session One** **Chapter (3): Audience and Effects** Audience and the public sphere Influences and effects pp. 96-104 **Session Two** **7th Week Exam REVISION**	4	√	√
Week Seven	7th Exam	4	√	√
Week Eight	**Session One** **Chapter (4): Media – Audience – Influence** Introduction , politics Media and government pp. 108-111 New media and politics pp. 116-118 **Session Two** **Chapter (4): Media – Audience – Influence** **Application :** Discussion questions (p.142) **Assignment :** Analyze social media platforms used to support political candidates in different countries	4	√	√
Week Nine	**Session One** **Chapter (4): Media – Audience – Influence** Children pp. 123- 129 Violence and children pp. 130-132 Advertising and children pp. 132-135 Media effects models and their problems Pp. 136-137 **Session Two** **Chapter (4): Media – Audience – Influence** **Application:** Discuss news covering the consequences of media messages on children in specific country. **Assignment:** Analyze a TV program or , cartoons targeting children	4	√	√
Week Ten	**Session One** **Chapter (6): The Media and New Technology** Introduction pp. 172- 173 The information revolution pp. 184-192 The internet and the world wide web pp. 192-203 **Session Two** **Chapter (6): The Media and New Technology**	4	√	√

	Application: Discussion questions (p.204) **Assignment :** Read an article on how new technology impacts traditional media			
Week Eleven	**Session One** **Chapter (7): Advertising** Units 3 and 4: The nature of advertising Advertising and media pp. 205-212 **Session Two** **Chapter (7): Advertising** **Application:** Discuss the effect of advertisers on media ethics “case study”. **Assignment :** Read an article on the relationship between advertising and the media	4	√	√
Week Twelve	**Revision + 12th Exam**	4	√	√
Week Thirteen	**Session One** **Chapter (7): Advertising** Advertising and persuasion Commodification Discourse, ideology, myth and representations pp. 218 – 226 **Session Two** **Chapter (7): Advertising** **Application:** Discussion questions (p.227) **Assignment:** Analyze persuasive techniques used in advertisements .	4	√	√
Week Fourteen	**Session One** **Chapter (8): News** Introduction pp. 228- 229 Defining news pp. 230 - 233 The news agenda pp. 242- 244 News discourse , news mythologies pp. 250-254 News representations pp. 254-256 **Session Two** **Chapter (8): News** **Application:** Analyze how news covering the same events were framed differently. **Assignment:** write an article about how the society get affected by the news coverage	4	√	√

Week Fifteen	**Session One Revision**	4	√	√
Week Sixteen	**Final Exam**	4	√	√

Teaching & learning methods

1-Theoretical lectures
2- Case studies
3- Dividing students into teams
4- Self-learning
5- Brainstorming
6- Presentations
7- Problem solving
8- E-learning

Facilities required for Teaching & learning methods

√ **Projector**	√ **Overhead Slide**	√ **Books**	√ **Video**	√ **Audio Cassette**

Students Assessment Methods

Assessment Schedule	
Written Exam	**Week 7**
Project Submission	**Week 12**
Written Exam	**Week 16**

Grading Method

Attendance	√	**5 Marks**
Mid Term Examination	√	**30 Marks**
Presentations	√	**5 Marks**
Assignments	√	**5 Marks**
Projects	√	**5 Marks**
Participation	√	**5 Marks**
Oral Examination	√	**5 Marks**
Final Examination	√	**40 Marks**
		Total 100%

List of References

Course Notes

Description	:	**This course aims at making students familiar with** the impact of media on culture and social structure through the close examination of cultural products including books, television shows, music, and advertising. Using a wide range of theoretical constructions, students learn to analyze the social meanings of cultural objects.

Essential Books

Description	:	Burton, G. (2010) .Media and Society: Critical Perspectives. McGraw – Hill (Education (UK

Recommended Books

Description	:	…… ……
Periodicals and publications		
Description	:	……
Others (websites, e-books…etc)		
Description	:	