

Course Description Form

Basic Course Specifications				
Course Title	: Contemporary Media Environment			
Course Code	: COM332			
Program on which the course is given	: ☒ Bachelor	☐ Diploma	☐ Master	☐ Pre- PhD
Academic year	: 2024-2025			
Specialization (units of study)	: Theoretical (☒)	Practical (☒)		
Pre-Requisites	: None			
Overall Course Objectives				
This course investigates the contemporary media environment, and how to apply latter- day communicative notions of the arts, media and cultural industries to media text though the use of photography, film, and web – based platforms. Students will learn how to develop critical skills necessary to analyze contemporary media – related creative industries and various media texts. It will also teach student show to communicate .their ideas effectively and while being exposed to a highly diverse international media environment				
Intended Learning Outcomes				
Upon completion of this course, students will be able to: - Identify a range of media texts and contexts including web – based media, film, television, advertising and news production. - Analyze major models and concepts used in the study of contemporary media culture; as well as examine institutions, practices and texts. - Differentiate between key theories around the study of cultural identity, difference affect, ethics and politics of the representation with a focus on visual culture and its theorization - Be aware of modern media infrastructure and technology - - Critique contemporary media issues such as international media influence and the digital divide.				
Knowledge and Understanding				
Upon completion of this course, students will be able to: - Explore how recent changes in our media affect the way we watch older media like television, movies, and radio, and offer up rich new interactive media, like video games and the internet. - Chronicle the recent dramatic changes in communication technologies, arguing that most of life itself is now experienced as 'mediated' - Discuss the development of cable and satellite television, VCRs, DVDs, the internet and personal computers - Emphasize the broader political, social, and economic context within which these important new technologies have developed.				
Intellectual Skills				
Upon completion of this course, students will be able to: - Employ creative thinking in the production of media materials. - Analyze the basic concepts of numbers and statistics when presenting results of market studies and research. - Analyze the elements of the internal and external marketing environment and their impact on the target audience. - Evaluate of some press and digital ads as case studies. - Analyze press and digital advertisements in light of the professional and ethical standards of the media profession.				
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Professional and Practical skills

Upon completion of this course, students will be able to:

- Prepare a career in the fast-paced digital media, design and communications industries.
- Offer the chance to work on multiple live projects, exploring a range of multimedia forms, practices and platforms to create imaginative, cutting-edge content.
- Understand the scope and impact of digital technologies and practices in the context of various digital media industries from global perspectives.
- Develop creative thinking and experimentation capabilities in order to allow students to create innovative new applications of digital media practice.
- Apply creative skills in a variety of digital media including visual and text- based forms of media content, digital publishing, interface and platform design, digital storytelling, web and application development, social and interactive media.

General and Transferable skills

Upon completion of this course, students will be able to:

- Improve systematic and critical thinking.
- Gain experience in writing academic texts.
- Synthesize, evaluate, and apply vast swathes of information.
- Engage in academic dialogue and mutual feedback.

Course content

Lect. #	Topic	Hrs#	Theoretical	Practical
Week#1	1. Introduction to new media	4	✓	✓
Week#2	2. Twenty key new media concepts	4	✓	✓
Week#3	3. Approaches to new media	4	✓	✓
Week#4	4. Social Networking Media	4	✓	✓
Week#5	5. Participatory media cultures	4	✓	✓
Week#6	6. Games: Technology, industry, culture	4	✓	✓
Week#7	6. Games: Technology, industry, culture + Assessment	4	✓	✓
Week#8	8. Creative industries	4	✓	✓
Week#9	9. The global knowledge economy	4	✓	✓
Week#10	10. Transforming Higher Education	4	✓	✓
Week#11	11. Internet law, policy and governance	4	✓	✓
Week#12	11. Internet law, policy and governance	4	✓	✓
Week#13	12. Online Activism and Networked Politics + Assessment	4	✓	✓
Week#14	13. Conclusion	4	✓	✓
Week#15	Revision	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				
Writing Exam			Week 7	
Project Submission			Week 12	
Writing Exam			Week 16	

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Attendance	√	Page 3 of 3	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 local and global processes of environmental and social change and their spatial outcomes; the relationship between media, culture and society in a globalized world; contemporary environmental issues and approaches to their management; media industries; IT in community development; and the production and consumption of global environmental imagery and narratives.	
Essential Books			
Description	:		
Recommended Books			
Description	:	.Flew, T. (2008) .New media: An Introduction .Oxford University Press	
Periodicals and publications			
Description	:		
Others (websites, e-books...etc)			
Description	:		