

Faculty of Economics and Political Science

Introduction to Mass Media

Information :

Course Code : PMM 101

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Faculty of Economics and Political Science

Area Of Study :

As an integral ingredient in the formation of opinion and subconscious, impressions, and beliefs, media has grown from being a source for information to being a shaping power to the political life in any given community and globally. This course is designed to introduce the history of the transformations that media passed through, the functions of media, the relation between public opinion and media, and the extent to which media could have an impact over the economy, politics, and on shaping values and cultures. In addition, this course teaches students to analyze the different kind of messages that broadcast by media through analyzing texts, videos, and images.

Course Goals:

This course aims to

- Define the basic concepts and identify functions of mass communication in modern society.
- Analyze the communication processes and models.
- Provide knowledge of the history and developments of mass media
- Analyze the effects of mass media on audiences
- Create a culture of working in teams

Description :

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Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | Demonstrate an understanding of history of mass communication and its relationship with audiences. |
| 2 - | Identify a wide range of media technologies and their industries. |
| 3 - | Understand the communication models and theories. |
| 4 - | Understand forms of diversity in domestic society in relation to mass communication and the impact it has on a global society. |
| 5 - | Become aware of media law and ethics. |
| 6 - | Understand the effects of media messages. |

b. Intellectual Skills: :

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| 1 - | Predict the factors influencing the development of media industries. |
| 2 - | Analyze the role of mass communication in society. |

3 -	Think critically, creatively and independently.
4 -	Assess the ethics and responsibility of the media industry.
5 -	Assess the media as a global industry.
c. Professional and Practical Skills: :	
1 -	Conduct a critical evaluation of existing media conditions, forms and messages.
2 -	Conduct research
d. General and Transferable Skills: :	
1 -	Apply practical and professional problem solving.
2 -	Translate to and from other languages.
3 -	Work in a team environment.
4 -	Use computers and the Internet.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to the course and syllabus- Key Concepts of Communication	5	1	1
Print Media	5	1	1
Electronic Media	5	1	1
New Media	5	1	1
Movie Screening	5	1	1
Presentations- Revision	5	1	1
Midterm Exam		1	
Social and Global Impacts of Mass Media	10	2	2
Media Law and Ethics	5	1	1
Mass Media theories	5	1	1
Advertising Industry	5	1	1
Basics of Public Relations- Revision	10	2	2
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Lectures by instructor
Tutorials by assistant
Screening of videos
Group discussion
Group project

Group Presentation

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Projects and Presentations)	30.00		To assess understanding, theoretical background of the intellectual skills, to assess knowledge and teamwork and to assess creativity, knowledge and teamwork.
Final Exam	40.00	15	To assess knowledge and intellectual skills.
Midterm Exam	30.00	7	To assess knowledge and critical skills.