

Faculty of Economics and Political Science

Media & Politics and Society

Information :

Course Code : PMM 311

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	Ghada Ahmed Salaheldein Abdelhak Elnashar	1

Area Of Study :

This course examines mass media as a socio-political institution. It aims at demonstrating the means through which to integrate political science and communication. It presents various issues related to representative democracy and the growing importance of communication and media in the political game. In light of the main paradigms of political communication, many issues are examined, such as; the formation of public opinion, the role of media in political and economic power and the impact of new technologies on democracy and electoral marketing. It also introduces the issues and questions of ethics raised by these transformations in terms of production, circulation and access to information. In light of this, the course trains students on how to do their own research that helps them understand the interplay between media and audiences, and how both affect each other in an interactive way. Students analyze the audience's behavior towards media content and explain the motives and gratifications of media usage on politics as well as the society.

Course Goals:

- ✓ Examine the relationships between the media, society and politics.
- ✓ Practice theoretical, conceptual and analytical skills
- ✓ Analyze the role of the media as a socio-political institution.
- ✓ Evaluate the impact of new technologies on democracy and electoral marketing.
- ✓ Investigate how media and audiences interact in to form a public sphere.

Description :

This course examines mass media as a socio-political institution. It aims at demonstrating the means through which to integrate political science and communication. It presents various issues related to representative democracy and the growing importance of communication and media in the political game. In light of the main paradigms of political communication, many issues are examined, such as; the formation of public opinion, the role of media in political and economic power and the impact of new technologies on democracy and electoral marketing. It also introduces the issues and questions of ethics raised by these transformations in terms of production, circulation and access to information. In light of this, the course trains students on how to do their own research that helps them understand the interplay between media and audiences, and how both affect each other in an interactive way. Students analyze the audience's behavior towards media content and explain the motives and gratifications of media usage on politics as well as the society.

Course outcomes :

a. Knowledge and Understanding :

1 -	Identify media gatekeepers, regulators and pressure groups.
2 -	List media audiences

b. Intellectual Skills: :

1 -	Analyze the relationship between media ownership and political power
2 -	Examine the power of the media in relation to existing social and political dynamics.

c. Professional and Practical Skills: :

1 -	Measure the effects of the digital divide on politics and society.
2 -	Practice the independent and collaborative research.
3 -	Employ media effect studies.
4 -	Practice media and information literacy.

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 and Syllabus	3	1	
The Landscape of New Media	3	1	
Media Audiences	3	1	
Media Effects Studies	6	2	
Media Gatekeepers, Regulators and Pressure Groups	3	1	
Midterm Exam		1	
The Political Economy of the Media	6	2	
Media and Power	3	1	
Freedom of the Press	3	1	
Digital Democracy	3	1	
Role of Social Media in the Media Complex Today	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Demonstration videos
Presentation
Simulations
Debates
Group discussion
Research Paper

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper) D	30.00		To assess understanding, theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills