

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					

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:

^{*A*}Examine the relationships between the media, society and politics.

["] Aractice theoretical, conceptual and analytical skills

"Ánalyze the role of the media as a socio-political institution."

Ä valuate the impact of new technologies on democracy and electoral marketing.

Anvestigate 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.Intellect	al 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: :

c.Professi	onal and Fractical Skills: .
1 -	Practice media and information literacy.
2 -	Employ media effect studies.
3 -	Practice the independent and collaborative research.
4 -	Measure the effects of the digital divide on politics and society.
d.General	and Transferable Skills: :
1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving

Course Topic And Contents :

Торіс	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	

eaching 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 Paperõ 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
--------------	-------	---	-------------------------------