Faculty of Economics and Political Science

Mass Media in the Arab World

Information :

Course Code : PMM 401	**Level** : Undergraduate	**Course Hours :** 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Associate Professor	Dalia Osman Ibrahim Osman	2

Area Of Study :

Between the Arab revolutions and the stable classical Arab regimes, media has a critical role in political stability in this region of the world. This course explores the difference in role that media plays in the countries witnessing/witnessed revolutions and the other stable ones. The nexus of media-government-people is the main focus of the course. Particular emphasis is given to media transformation in post- Egyptian revolution and other countries that experience the revolution. Students conduct a comparative media research to examine the similarities and differences in media political agenda in the Arab region.

Course Goals:
˜Áinvestigate how the conditions in the Arab countries are affected by media.
˜Æexplore media conditions in politically stable Arab countries and politically unstable countries.
˜Áanalyze the media transformation process in post- revolution Arab countries.
˜Æexplain current research and theory drawn from inter-disciplinary sources in the Arab world
˜Áinvestigate relationship between intellectual developments, emerging social, political and religious issues in the region.

Description :

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Course outcomes :

a.Knowledge and Understanding: :

1 -	Identify the economic and social effects of the changing media context.
2 -	Understand mass media and system change- the missing link to civil society.
3 -	Discuss the developments of electronic, print and new media forms in the Arab World.
4 -	Recognize the effect of pressure groups on Arab mass media.

b.Intellectual Skills: :

1 -	Inspect the role of media in the transformation of the Arab political culture.
2 -	Analyze the emergence of the new Arab public sphere.

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3 -	Compare the Arab media systems in countries that experienced revolutions and those that did not.
4 -	Interpret the effect of state media on freedom of expression.

c.Professional and Practical Skills: :

1 -	Propose strategies for the professional development of Arab media Systems.
2 -	Illustrate the effects that new media has on the Arab World revolutions.

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 :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and Syllabus	3	1	
The Arab World and Political Culture	6	2	
Mass Media History in the Arab World	6	2	
Cultural Identity and Modernism in the Arab World	3	1	
Midterm Exam		1	
Developments of electronic media in the Arab world (Radio, TV and Movies)	6	2	
From Al Jazeera to Al Hurra, the New Public Spheres of the Arab World.	3	1	
Television Addicts in the Arab world	3	1	
Developments of print media in the Arab world (Magazines, Newspapers and Books)	6	2	
Towards New Media in the Arab World.	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 Paperõ D	30.00		To assess understanding, theoretical background of the intellectual and practical skills.

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Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills

Recommended books :

Noha Mellor (et al.), Arab Media, Polity Press, 2013.