

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:

- "Ánvestigate how the conditions in the Arab countries are affected by media."
- *Æxplore media conditions in politically stable Arab countries and politically unstable countries.
- "Ánalyze the media transformation process in post-revolution Arab countries."
- Éxplain current research and theory drawn from inter-disciplinary sources in the Arab world
- Ánvestigate 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.



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 :		
emonstration videos		
resentation		
imulations		
ebates		
Froup discussion		
esearch 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

Recommended books:

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