Course Specification

Course name: Scientific Media **Course Code: COMM 113**	**Program: All** **Academic level: One** **Semester:**
Specialization: General	**Number of studying units: Theoretical: (3)** **Practical:**

- **Intended Learning Outcomes of Course (ILOs)**

a) Information and concepts

a/1 Mention the basic scientific concepts, the concept of scientific media and its importance and functions.
a/2 Summarize the similarities and differences between the concepts of contemporary science.
a/3 Learn about the thinking patterns and techniques that the media personnel use in his work.
a/4 Describe the reality of scientific media in Egypt.
a/5 Discuss the pros and cons of the current Egyptian scientific media practice.

b) Intellectual skills

b/1 Analyze the strengths and weaknesses of the Egyptian scientific media.
b/2 Conclude the differences between concepts of discovery/invention/creativity/innovation.
b/3 Explain why the current Egyptian scientific media is declining.
b/4 Choose the appropriate scientific contents and materials according to the objectives and functions sought by the communities in terms of scientific development media.

Professional and practical skills

c/1 Summarizes and writes a scientific news story that could be published
c/2 Apply different modern thinking skills, methods and patterns to any realistic problem.
c/3 Evaluate the content and materials of any Egyptian scientific media.

General and transferable skills

d/1 Use the Internet to collect information.
d/2 Good presentation skills
d/3 Critical Thinking

Course Content:

1. General introduction: basic scientific concepts and terminology illustrating the evolution of human civilization
2. Similarities and differences between scientific concepts prevailing in scientific media (discovery/invention/creativity/innovation)
3. Introduction scientific thinking & knowledge: concepts of data, information, knowledge, scientific methodology and comparison between them
4. Rules of the scientific curriculum and different patterns of thinking.
5. Features of scientific behavior with application to Egyptian society
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7. Mid-term exam
8. Thinking skills (concepts of ability, skill, habit, knowledge)
9. Technique methods of thinking
10. The concept of scientific media and its importance and functions in contemporary societies
11. Mediums of scientific media and the most prominent features of its status in Egypt
12. Climate change and sustainable development issues
13. The Internet and the Future of Technology
14. The elements of scientific media and its ethics
15. Final Exam

Teaching and Learning Methods: 1-Lectures 2-Discussion 3-PowerPoint presentations on important contemporary discoveries and inventions and scientific media content.

Student Assessment Methods: 1-Written mid-term exam 2-Assignments to assess the student's ability to research and investigate 3-Discussion & participation in the lectures 4-Written final exam