Course Specification

Program: Journalism Academic level: second Semester: First semester - Second semester	Course name: Media and Society Course code: COM 206
Number of credits: Theoretical (٣) :Practical (___) :	Specialization: General

- Intended Learning Outcomes:

  a   . Information and concepts:
  - a/1- recognize On roles and functions media in a service issues the society.
  - a/2- recognize On Importance Marketing social in a the society .
  - a/ 3- Describe Role Ideas developed in a development the society .
  - a/4 - Mentionsed Role media the local in a process development .
  - a/5 - recognize On steps Included in a the invitation to earn Support and its role in a development in a the society .
  - a/6- Mentionsed Concepts self relevance by the media and society .
  - a/7- Determines theories and models Explained for a relationship media in society .

  b- Intellectual skills:
  - B/1- Analyse requester campaigns Marketing social and criticize it .
  - B/2- Comparing requester between Ideas developed concerned with development the society and others From Ideas other .
  - B/3- Determines requester plans necessary to develop media the local .
  - B/4- apply requester Concepts On Land Indeed .
  - B/5- apply Knowledge the theory in a picture projects training .

  c . Professional and Practical skills:

  c/1- criticize issues societal and work On Submit solutions realistic for problems societal important .

  c\2 - criticize Elements the basic for the media the local .

  c/3- Design Messages Informative Which take into account The differences .

  c/4- Lives the behavior social inside the society .

  D . General skills:

  Dr/1- Can requester that He writes Search scientific in a way correct .

  Dr/2- Displays report on one Campaigns societal .

  Dr/3- Discusses the some Topics and problems Social .

  Dr/4- learn how to the work with colleagues in a a team One .

  Dr/5- Hold Comparisons via Date cross Place .

  Dr/6- attach phenomena with reasons .

- Course Content:

  1 - Definitions of media and society.

  2 -Media functions in society.

  3 -Social marketing campaigns and their role in development.

  4 -New ideas and their role in development.

  5 -Media and crime in Egypt.

  6 -Media and crisis management.

  7 -Mid-semester exam.

  8 -Local media and its role in development.

9 -Media and corruption (causes and effects)

10 -Information and anti-corruption.

11 -Designing media messages.

12-Apps Processing phenomena Negativity in a community.

13-Internet and its effect On community.

14 -A review of what was previously studied.

15 -The end-of-semester exam .

- Teaching and learning methods:

1. lecture .
2. Discussions and questions .
3. Visual presentations، Showing Videos and movies and commenting on them.
4. Brainstorming.

- Student Assessment Methods:
  - Written Midterm exam .
  - assignments .
  - Participation in a lecture and discussions projects and research presentation .
  - Written Final Exam