

Faculty of Economics and Political Science

History of Journalism

Information :

Course Code : PMM 203

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	Abeer Ahmed Ahmed Mohamed Shousha	2

Area Of Study :

This course treats the socio-historical, cultural and political context of media. It explores the origins of human communication. It also analyzes the origins and the evolution of principal languages and technics of communication since antiquity. The course touches on the development of press and the evolution of journalism until the 20th century.

Course Goals:

- Explain the role of print media and its function in society.
 - Analyze the developments in the role of journalists.
 - Provide knowledge of the social, cultural, political and economic contexts on print media development.
- Demonstrate the historical context that forms the role of local and global media.

Description :

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Course outcomes :

a. Knowledge and Understanding: :

1 -	Recall the history of journalism.
2 -	Identify diverse groups in a global society in relationship to journalism.
3 -	Describe the evolving role of the journalist.
4 -	Identify the development in news story formats.

b. Intellectual Skills: :

1 -	Analyze how print journalism came to value fact over fiction in reportage.
2 -	Evaluate the impact of new media on the print media industry.
3 -	Compare the development of print media systems in different countries.

c. Professional and Practical Skills: :

1 -	Apply research techniques for rating the effect of print media on readers.
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2 -	Illustrate the effect of global print media on the public.
3 -	Demonstrate the effect of social, cultural, political and economic contexts on print media development
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	
Development of the Newspaper From Yellow Journalism to responsible journalism	3	1	
Unifying and decentering in modern journalism	3	1	
Witness-ambassador - Stunt Journalism - Early years of Liberation	3	1	
Global case studies	6	2	
Midterm Exam		1	
New Media and Journalism	6	2	
From the facts to the intimacy of violence	3	1	
Newspaper and Magazine Industries	3	1	
Development of Soft News	3	1	
Developments in the role of a journalist	3	1	
Presentations - Revision	3	1	
Final Exam		1	

Teaching And Learning Methodologies :
Data show and computer in lectures
Lectures by instructor
Tutorials by assistant
Screening of videos
Group discussions

Course Assessment :			
Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Projects and Presentations)	30.00		To assess understanding and theoretical background of the intellectual skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam(s)	30.00	7	To assess knowledge and critical skills

