

Faculty of Economics and Political Science

Theories of Mass Communications

Information :

Course Code : PMM 201

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	REHAM GAMAL AHMED SALEM OMAR	

Area Of Study :

With the whole world resembling a small village for media's outreach ability, theories of mass media have taken a leap forward. This course takes the students through media theories, including normative, critical and scientific theories to provide a comprehensive ground in the theory of mass communication. Theories taught guide student towards a better understanding of the different aspects of the field of mass media studies and equip them with critical tools to think about and discuss the performance of mass media and communication. In that respect, students learn how to reflect and think critically about communication in personal and public contexts and explore how communication has created and shaped our society as well as our personal lives. The course combines the traditional and modern theories of mass communication.

Course Goals:

- Explain the main mass communication theories.
- Recall the history of media theories in relation to the technological developments.
- Apply theories under study.
- Compare powerful effects theories with minimalist effects theories.
- Analyze theories under study within the context of different forms of mass media.

Description :

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Course outcomes :

a. Knowledge and Understanding: :

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| 1 - | Identify communication models. |
| 2 - | Recall the history of mass media and its effect on the media theories |
| 3 - | Explain theories of mass communication. |

b. Intellectual Skills: :

- | | |
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| 1 - | Analyze the effect of mass media on the community. |
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2 -	Examine various issues in relation to mass communication theories.
3 -	Compare mass communication theory paradigms.
c. Professional and Practical Skills: :	
1 -	Apply mass communication theory applications in research.
2 -	Employ scientific research methods
3 -	Interpret research data results.
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
Introductory Lecture and Course Outline	3	1	
Understanding and Evaluating Mass Communication Theory	3	1	
The rise of Media Industries and Mass Society Theory and the Rise of Media Theory in the Age of Propaganda	3	1	
Normative Theories of Mass Communication	6	2	
Limited-Effects Theory Emerges	3	1	
Midterm Exam			
Discussing final project: brainstorming and outlining	3	1	
Middle-Range Theory and the Consolidation of the Limited-effects Paradigm	3	1	
Challenging the Dominant Paradigm: Children, Systems, and Effects	3	1	
Emerging of Critical and Cultural Theories of Mass Communication	3	1	
Media and Audiences: Theories about the Role of Media in Everyday Life	3	1	
Theories of media, Culture, and Society	3	1	
Trends in Mass Communication Theory: Seeking Consensus, Facing Challenges	3	1	
Final Exam			

Teaching And Learning Methodologies :
Demonstration videos
Presentations
Simulations
Debates
Group discussions
Research Paper

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper) D	30.00		To assess understanding and theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam(s)	30.00	7	To assess professional skills