

## Faculty of Economics and Political Science

### The Industry and Economics of Media

#### Information :

**Course Code :** PMM 304

**Level :** Undergraduate

**Course Hours :** 3.00- Hours

**Department :** Department of Political Mass Media

#### Instructor Information :

| Title    | Name                                            | Office hours |
|----------|-------------------------------------------------|--------------|
| Lecturer | SAHAR MOHAMED TALAAT MOHAMED ABDALLAH ELASHMAWY | 6            |

#### Area Of Study :

Being mostly no more than another investment opportunity for businessmen, the reality of privately-owned media organizations has shown either profit or ideology-oriented reporting. In many cases, funders either use their media organizations as a political leverage tool to promote their interests or profit generation entities, in both cases the objectivity of the final output delivered to the audience becomes questionable. The nature of the business of media is analyzed and detailed in this course.

##### Course Goals:

- ÇAnalyze the effects of media ownership on media messages
- ÇCompare profit and ideology oriented media forms
- ÇPredict the effects that external funding has on media organization
- ÇEstimate the effect of advertising on media messages

#### Description :

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#### Course outcomes :

##### **a.Knowledge and Understanding: :**

|     |                                           |
|-----|-------------------------------------------|
| 1 - | Explain the consumerist principles        |
| 2 - | Identify components of the media industry |

##### **b.Intellectual Skills: :**

|     |                                                                                  |
|-----|----------------------------------------------------------------------------------|
| 1 - | Analyze how consumerist principles affect media structure                        |
| 2 - | Distinguish who benefits from media ownership structures and government policies |

##### **c.Professional and Practical Skills: :**

|     |                                                                    |
|-----|--------------------------------------------------------------------|
| 1 - | Apply social justice and principles of democracy                   |
| 2 - | Analyze current events in the media from an economical perspective |

#### **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       |                      |
| New Media                                                                | 3            | 1       |                      |
| Media management                                                         | 3            | 1       |                      |
| How are power, wealth and knowledge related                              | 6            | 2       |                      |
| How is culture produced by the media owners                              | 3            | 1       |                      |
| Midterm Exam                                                             |              | 1       |                      |
| How organizations reach the masses                                       | 6            | 2       |                      |
| How are certain agendas pushed forward in the media Case Studies         | 6            | 2       |                      |
| Who benefits from media structures and government policies? Case studies | 6            | 2       |                      |
| Understanding the Political-Economy Approach                             | 3            | 1       |                      |
| Final Exam                                                               |              | 1       |                      |

#### **Teaching And Learning Methodologies :**

|                      |
|----------------------|
| Demonstration videos |
| Presentation         |
| Simulations          |
| Debates              |
| Group discussion     |
| Research Paper       |

#### **Course Assessment :**

| Methods of assessment                                                          | Relative weight % | Week No | Assess What                                                                                 |
|--------------------------------------------------------------------------------|-------------------|---------|---------------------------------------------------------------------------------------------|
| Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper ) | 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                                                               |

