

Faculty of Economics and Political Science

Media socio-Economic Structure

Information :

Course Code : PMM 310

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Political Mass Media

Area Of Study :

This course analyzes socio-economic and socio-cultural logic in media sphere. It searches for enrolling media in a trans-historical, analytical and prospective perspective. It studies external socio-economic media structures. It also analyzes the main regional and international actors and puts into perspective development strategies of media. The course helps students to understand and to interpret different issues. Consideration is given to questions of access to media institutions and the operations of such institutions in light of governmental regulations and policies. Some focus on the significance of mass communication in conducting foreign affairs, as well as the role of mass communication in post-Egyptian revolution.

Course Goals:

- Analyze the socio-economic and socio-cultural logic in the media sphere.
- Evaluate the operations media institutions in light of governmental regulations and policies.
- Measure the role of mass communication in foreign affairs.
- Compare the role of mass communication in countries with stable socioeconomic conditions with those who do not.

Description :

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Course outcomes :

a. Knowledge and Understanding: :

- 1 - Explain the concept of new media and use of soft values in public diplomacy.
- 2 - Identify interest and pressure groups that affect the media agenda.

b. Intellectual Skills: :

- 1 - Examine the role of public diplomacy and cultural relations within the impact of new media.
- 2 - Analyze the process of target group selection within public diplomacy and new media framework.

c. Professional and Practical Skills: :

- 1 - Design strategies for public diplomacy campaigns.
- 2 - Propose basic indicators of effectiveness and impact in public diplomacy efforts.

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	
New Media, culture and society	6	2	
Origins and Structures of the Networked Age	6	2	
The Public Sphere	3	1	
Midterm Exam		1	
Framing the Debate about the Public Sphere	6	2	
Networked Media, Information and Democratic Discussion.	6	2	
Legal Codes, Intellectual Property and Challenges to the Socio-Economic system.	3	1	
Internet Governance.	3	1	
The Social and Economic Contexts of Privacy.	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) D	30.00		To assess understanding, theoretical background of the intellectual and practical skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills