

**Faculty of Economics and Political Science**

**Mass Media in the Arab World**

**Information :**

**Course Code :** PMM 401

**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 :**

Between the Arab revolutions and the stable classical Arab regimes, media has a critical role in political stability in this region of the world. This course explores the difference in role that media plays in the countries witnessing/witnessed revolutions and the other stable ones. The nexus of media-government-people is the main focus of the course. Particular emphasis is given to media transformation in post- Egyptian revolution and other countries that experience the revolution. Students conduct a comparative media research to examine the similarities and differences in media political agenda in the Arab region.

**Course Goals:**

- Investigate how the conditions in the Arab countries are affected by media.
- Explore media conditions in politically stable Arab countries and politically unstable countries.
- Analyze the media transformation process in post- revolution Arab countries.
- Explain current research and theory drawn from inter-disciplinary sources in the Arab world
- Investigate relationship between intellectual developments, emerging social, political and religious issues in the region.

**Description :**

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**Course outcomes :**

**a.Knowledge and Understanding: :**

- 1 - Identify the economic and social effects of the changing media context.
- 2 - Understand mass media and system change- the missing link to civil society.
- 3 - Discuss the developments of electronic, print and new media forms in the Arab World.
- 4 - Recognize the effect of pressure groups on Arab mass media.

**b.Intellectual Skills: :**

- 1 - Inspect the role of media in the transformation of the Arab political culture.
- 2 - Analyze the emergence of the new Arab public sphere.

3 -	Compare the Arab media systems in countries that experienced revolutions and those that did not.
4 -	Interpret the effect of state media on freedom of expression.
<b>c. Professional and Practical Skills: :</b>	
1 -	Propose strategies for the professional development of Arab media Systems.
2 -	Illustrate the effects that new media has on the Arab World revolutions.
<b>d. General and Transferable Skills: :</b>	
1 -	Use computers and the Internet.
2 -	Apply practical and professional problem solving.
3 -	Translate to and from other languages.
4 -	Work in a team environment.

<b>Course Topic And Contents :</b>			
<b>Topic</b>	<b>No. of hours</b>	<b>Lecture</b>	<b>Tutorial / Practical</b>
Introduction and Syllabus	3	1	
The Arab World and Political Culture	6	2	
Mass Media History in the Arab World	6	2	
Cultural Identity and Modernism in the Arab World	3	1	
Midterm Exam		1	
Developments of electronic media in the Arab world (Radio, TV and Movies)	6	2	
From Al Jazeera to Al Hurra, the New Public Spheres of the Arab World.	3	1	
Television Addicts in the Arab world	3	1	
Developments of print media in the Arab world (Magazines, Newspapers and Books)	6	2	
Towards New Media in the Arab World.	3	1	
Final Exam		1	

<b>Teaching And Learning Methodologies :</b>
Demonstration videos
Presentation
Simulations
Debates
Group discussion
Research Paper

<b>Course Assessment :</b>			
<b>Methods of assessment</b>	<b>Relative weight %</b>	<b>Week No</b>	<b>Assess What</b>
Course Work (Attendance, Participation, Assignments, Quizzes, Research Paper) D	30.00		To assess understanding, theoretical background of the intellectual and practical skills.

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Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess professional skills

**Recommended books :**

Noha Mellor (et al.), Arab Media, Polity Press, 2013.