

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 |
|---------------------|---------------------------|--------------|
| Associate Professor | Dalia Osman Ibrahim Osman | 2 |

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: :

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| 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: :

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

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| 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. |

c. Professional and Practical Skills: :

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| 1 - | Propose strategies for the professional development of Arab media Systems. |
| 2 - | Illustrate the effects that new media has on the Arab World revolutions. |

d. General and Transferable Skills: :

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| 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 | |
| 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 | |

Teaching And Learning Methodologies :

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| 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. |

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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.