

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	Amal Abdullah Qaid Jozilan	

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.

c. Professional and Practical Skills: :

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: :

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 :

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 Paperé)	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

Recommended books :

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