

Faculty of Economics and Political Science

Debate Moderation

Information :

Course Code : PMM 404

Level : Undergraduate

Course Hours : 2.00- Hours

Department : Department of Political Mass Media

Instructor Information :

| Title | Name | Office hours |
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| Lecturer | Sahar Mohamed Talaat Mohamed Abdallah El Ashmawy | 5 |

Area Of Study :

The role of a debate or talk-show moderator is more crucial than the role of the guests in impacting the opinion of the audience. This role starts from choosing the topic and guests, passes with the introductions and conclusions, and ends with the space allowed for each side of the debate. This course is designed to train students to be objective and professional debate and talk-show moderators.

Course Goals:

- Moderate debates professionally and ethically.
- Control biases while moderating a debate
- Focus on the camera locations while presenting
- Plan debates from selecting a controversial topic and researching about it, to inviting the relevant guests
- Manage a debate in terms of time and space allocated for each participant.

Description :

The role of a debate or talk-show moderator is more crucial than the role of the guests in impacting the opinion of the audience. This role starts from choosing the topic and guests, passes with the introductions and conclusions, and ends with the space allowed for each sides of the debate. This course is designed to train students to be objective and professional debate and talk-show moderators.

Course outcomes :

a. Knowledge and Understanding: :

- 1 - Describe moderation techniques.
- 2 - Identify the role of a talk-show moderator.
- 3 - Recognize guests non-verbal communication messages.

b. Intellectual Skills: :

- 1 - Assess guests responses.
- 2 - Estimate the effect of the debate on the guests.
- 3 - Measure the effects of the debate on the public

c. Professional and Practical Skills: :

- 1 - Set up the debate location.

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| 2 - | Formulate professional questions. |
| 3 - | Select relevant guests. |
| 4 - | Present effective openings and closings. |
| 5 - | Practice objective debate moderation. |
| 6 - | Manage the debate. |

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 | 4 | 1 | 1 |
| Choosing the Topic | 4 | 1 | 1 |
| Guest Selection | 4 | 1 | 1 |
| Location Setting | 4 | 1 | 1 |
| Planning Introduction and Closing | 4 | 1 | 1 |
| Preparing Questions and Avoiding Biases | 4 | 1 | 1 |
| Midterm Exam | | 1 | |
| Moderation Techniques Work Shop | 8 | 2 | 2 |
| Delivery Skills Work Shop | 8 | 2 | 2 |
| Presidential Debates | 4 | 1 | 1 |
| Practical application | 4 | 1 | 1 |
| Handling VIPs | 4 | 1 | 1 |
| Final Exam | | 1 | |

Teaching And Learning Methodologies :

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| Studio |
| Data-show and computer in lectures |
| Group discussion |
| Practice sessions |

Course Assessment :

| Methods of assessment | Relative weight % | Week No | Assess What |
|---|-------------------|---------|---|
| Course Work (Attendance, Participation, Projects and Practice Sessions) | 40.00 | | To assess understanding, theoretical background of the intellectual and practical skills. |
| Final Exam | 40.00 | 15 | To assess knowledge and intellectual skills |

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|--------------|-------|---|-------------------------------|
| Midterm Exam | 20.00 | 7 | To assess professional skills |
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Recommended books :

Bozell Brent and Tim Graham, Collusion: How the Media Stole the 2012 Election, New York: Broadside Books, 2013

Julie Manga, Talking Trash: The Cultural Politics of Daytime TV Talk Shows, New York: New York University Press, 2003