



### Course Specification

<b>Course name:</b> Mass Communication and Social Change <b>Course Code:</b> COM 402	<b>Program:</b> All programs <b>Academic level:</b> Fourth level <b>Semester:</b> First semester
<b>Specialization:</b> General	<b>Number of studying units:</b> Theoretical: 3 Practical: 0

#### Intended Learning Outcomes of Course (ILOs)

##### a) Information and concepts

After studying this course the students should be able to:

1/a Understand the different concepts pertaining to social change and its different theories. 2/a Become aware of the various concepts related to social change. 3/a Describe the various stages of social change and the stages of its development. 4/a Describe the political, social, economic, competitive, and technological factors that affect mass media and therefore influence various social issues. 5/a Understand the necessary steps needed to conduct a media campaign to serve various social issues. 6/a Understand the role and impact of digital media on the society.

##### b) Intellectual skills

After studying this course the students should be able to:

1/b Plan a media campaign. 2/b Evaluating the effectiveness of social campaigns executed for the purpose of social change. Students should be able to use the campaigns as case studies and evaluate them in light of the environmental variables, characteristics of the target audience, dynamics of the issues raised, and the appropriateness of the media strategies used. 3/b Criticize and evaluate the social media practices in light of the ethical considerations. 4/b Discussing the role of Artificial Intelligence in social change.

##### c) Professional and practical skills

After studying this course the students should be able to:

1/c Prepare and execute methods to collect information on social issues and apply theories pertaining to mass media and social change. 2/c Analyze mass media messages relating to a certain issue. 3/c Write a report on the SWOT analysis for a social media campaign. 4/c Prepare a media plan for the purpose of social change in relation to a certain issue that is important for public opinion. 5/c Write and present a report about the most important factors influencing a certain issue and the opportunities and challenges for the media in stirring social change. 6/c Criticize the media performance aiming at social change in light of ethical, professional, and social standards.

##### d) General and transferable skills

1/d Efficiently use computers and its different programs and login on the Blackboard platform. 2/d Use Internet for research and data gathering. 3/d Ability to think critically. 4/d Engage in discussions and conduct presentations and reports. 5/d Ability to work in a team. 6/d Ability to manage time. 7/d Use social media and critically evaluate its performance.

#### Course Content:

Definition of social change and concepts related to it.

1/4 Characteristics and specifications of social change, its factors and stages. 2/4 Models and social theories. 3/4 Role of mass media in the society. 4/4 The difference between social marketing and commercial marketing. 5/4 The positive role of digital media in social change. 6/4 Midterm exam. 7/4 The negative role of digital media in social change. 8/4 The role of media in spreading the issue of digital citizenship. 9/4 The role of media in fighting cyberbullying. 10/4 The role of media in cultural westernization and imperialism. 11/4 The role of media in the social changes occurring as a result of the COVID-19 pandemic. 12/4 The role of media in tackling global climate change issues. 13/4 The role of media and communication technology in spreading awareness about the concept Artificial Intelligence in the Egyptian society. 14/4 Final exam.

#### Teaching and Learning Methods:

1/5 Lecture (direct learning). 2/5 Discussions. 3/5 Case studies to through presenting various social campaigns and exchanging views between students. 4/5 Divide students into teams (collaborative learning). 5/5 Individual learning through searching the Internet and the library and summarizing what has been researched and referencing the readings during discussions. 6/5 Brainstorming. 7/5 Conducting presentations. 8/5 Tackling issues by coming up with a media plan for social change.

#### Student Assessment Methods:

1/7 Midterm written exam. 2/7 Assignments to evaluate students' ability to conduct research. 3/7 Discussions, participation and observation of student performance during lectures. 4/7 Final written exam.