



### Course Specification

<b>Course name: Media and Social Change</b> <b>Course Code: COM402</b>	<b>Program: IMC</b> <b>Academic level: Fourth</b> <b>Semester: First</b>
<b>Specialization: IMC</b>	<b>Number of studying units: Theoretical: 3</b>

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

##### a) Information and concepts

- A/1 Mention the different special concepts of social change and its different types and theories
- A/2 Recognize the different concepts associated with social change
- A/3 Describe the stages of development of levels and stages of social change
- A/4 Describe the political, social, economic, competitive and technological media environment variables that affect various societal issues. A/5 Recognize the steps of conducting a media campaign according to different societal issues.
- A/6 Recognize the role of digital media and its role in societal change.

##### b) Intellectual skills

- B/1 Plan to conduct a media campaign.
- B/2 Evaluate the effectiveness of some societal campaigns for social change as case studies in light of their consideration of environmental variables, the characteristics of the target audience, the characteristics of the issues raised, and the appropriateness of the media strategies used.
- B/3 Criticize and evaluating media practices through social media in light of ethical standards.
- B/4 Discuss the role of artificial intelligence in the occurrence of social change.

##### c) Professional and practical skills

- C/1- Prepare and implementing methods for collecting information on societal issues and applying some theories of media and social change
- C/2- Analyze the media messages of an issue and examining the extent of their integration.
- C/3 Write a report on the four-way environmental analysis for a community media campaign.
- C/4- Prepare a media plan for a social change of an issue that preoccupies public opinion
- C/5 - Write and presenting a report on the most important environmental factors affecting an issue and stating the shortcomings and distinctions in the media in bringing about social change.
- C/6 Criticize media performance in light of ethical, professional and social standards for social change.

##### d) General and transferable skills

- D/1 Efficient handling of the computer and its various programs and access to the Blackboard educational platform
- D/2 The Internet is used to collect information on societal issues. D/3- Thinks critically
- D/4- Discuss or presents a lecture or report on one of the aforementioned societal issues
- D/5- Discuss and compares everything new in the field of developmental media to community issues and presents it with solutions to the problem.
- D/6 Teamwork D/7 Time management D/8 Using social media and criticizing its performance as a developmental tool for social change.

#### Course Content:

- The concept of social change and related concepts. -Specifications and characteristics of social change, its factors and levels.
- Social models and theories -Social media posts.
- The difference between social marketing and business marketing. -The positive role of digital media in societal change.
- Mid-term exam. -The negative role of digital media in societal change.
- The role of the media in spreading the issue of digital citizenship. -The role of the media in confronting cyberbullying.
- The role of the media and the crisis of cultural westernization.
- The role of the media in the social changes brought about by the Corona crisis in society.
- The role of the media in solving international climate change issues.
- The role of media and communication technology in spreading the concept of artificial intelligence in Egyptian society.
- Final exam

#### Teaching and Learning Methods:

- Lecture (direct education). -Discussion. -Case studies by presenting different community campaigns, exchanging opinions and dealing with students. -Dividing students into work teams (cooperative learning).
- Self-learning by searching on the Internet, searching within the library, summarizing what he has seen, and using what he read during the discussions. -Brainstorming. -Presentations. -Solve problems by suggesting elements of a media plan for a community issue.

#### Student Assessment Methods:

- The mid-term written test. - Tuition costs to assess the student's ability to research and investigation
- Discussion, participation and observation of students' behavior and performance in the lecture -Written final exam.