



Course Specification

Course name: Media and Society Course Code: COM 206	Program: All programs Academic level: Second level Semester: Second semester
Specialization: General	Number of studying units: 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 Understanding the definition of communication, development, and society. 2/a Understanding the concepts of economic, social, administrative, and political development and how they impact one other. 3/a Getting introduced to the persuasive tactics and the different communication messages used in social marketing and the communication messages used in social marketing campaigns as well as the steps for planning the campaign. 4/a Explain the influence of mass communication campaigns. 5/a Understanding the necessary communication skills that communicators need to influence and persuade their audiences.

b) Intellectual skills

After studying this course the students should be able to:

1/b Students should analyze and evaluate social campaigns as well as the factors influencing the audiences. 2/b Suggest ideas for social campaigns that tackle issues faced by the society. 3/b Students should be able to come up with solutions to tackle administrative, social, economic, and political issues in order to develop and improve different areas 4/b Analyze the different factors affecting how audiences are persuaded during social campaigns, the role of opinion leaders, and pillars of successful communication.

c) Professional and practical skills

After studying this course the students should be able to:

1/c Conduct a research on a specific social issue by using the appropriate persuasive strategy in the social campaign. 2/c Edit the different communication messages that take into account the differences between audiences in communication campaigns that tackle issues faced by the society. 3/c Use novel methods in collecting data about the target audience and the social issues that will be studied. 4/c Mastering the communication skills that are needed to become a successful and influential communicator in attempt to solve social issues. 5/c Come up with new methods for executing communication campaigns to tackle social issues.

d) General and transferable skills

1/d Efficiently use computers and its different programs. 2/d Use Internet for research and data gathering. 3/d Ability to work in a team and collaboratively. 4/d Present new ideas and propose creative solutions. 5/d Ability to think critically.

Course Content:

1/4 Definition of communication and the elements of the communication process, the pillars of successful communication and application with practical examples. 2/4 The role of communication in society. 3/4 The role of opinion leaders in society. 4/4 The Arab Communication Model for Developmental Communication, and Communication Research and Development in the Arab Communication Model. 4/5 Media planning for development communication planning in developing countries. 4/6 The issues facing the Egyptian society in particular and the developing countries in general. 4/7 Mid-term exam. 4/8 The definition of development, the role of the media in economic, political, and social development. 4/9 The role of the media in achieving Sustainable Development Goals (Egypt Vision 2030). 4/10 Persuasive tactics and communication messages that can be used to address the target audience in social marketing campaigns. 4/11 Media and the overpopulation issue. 4/12 The media and the Nile water crisis. 4/13 Media and the environment. 4/14 Development and human rights. 4/15 Final exam.

Teaching and Learning Methods:

1/5 Lecture (direct learning). 2/5 Discussions and questions. 3/5 In-class presentations and social campaigns video presentations and discussing these presentations. 4/5 Brainstorming. 5/5 Online learning via Blackboard educational platform. 6/5 Individual learning through searching the Internet.

Student Assessment Methods:

1/7 Midterm written exam. 2/7 Assignments. 3/7 Discussions, participation, and conducting presentations. 4/7 Final written exam.