



### Course Specification

<b>Course name:</b> Origins of the Means of Communication <b>Course Code:</b> COM 204	<b>Program:</b> <b>Academic level:</b> Second <b>Semester:</b>
<b>Specialization:</b>	<b>Number of studying units</b> <b>Theoretical:</b> 3 <b>Practical:</b> 0

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

##### A) Information and concepts

- A/1 Learn about the emergence and development of radio and television in the world and in Egypt.
- A/2 Learn about the emergence of the press in the world and in Egypt and its role in the process of enlightenment and reform.
- A/3 Learn about the emergence of new media and its effects.
- A/4 Describe the factors affecting the development of television and radio.
- A/5 Learn about the working mechanisms of radio, television and the press, their characteristics and capabilities as means of communication.
- A/6 Mention concepts related to the development of means of communication such as globalization, global citizenship and cultural homogeneity.

##### B) Intellectual skills

- B/1 Analyze the cultural and economic factors affecting the emergence and development of the means of communication
- B/2 Infer the most important phenomena resulting from the development of communication technology, such as: globalization and cultural homogeneity.
- B/3 Explain the reasons for the development of radio, television and new media in Egypt and the world.
- B/4 Analyze the capabilities and characteristics of each means of communication.
- B/5 Compare between the emergence of modern and traditional means of communication and their present and future reality.
- B/6 Evaluate the most important phenomena resulting from the development of communication technology, such as globalization and cultural homogeneity.

##### C) Professional and practical skills

- C/1 Prepare presentations on the emergence and development of communication technology.
- C/2 Use the appropriate media for the content and content to be broadcast in light of the characteristics of the medium.
- C/3 Prepare mechanisms for the development of radio, television and press work in the future.

##### D) General and transferable skills

- D/1 Use the Internet to collect information about the history and origin of the means of communication.
- D/2 Present a report on the emergence of radio or television and new media or the press in a country.
- D/3 Be able to carry out scientific research related to radio and television institutions.
- D/4 Be able to prepare a development plan for radio and television media.

#### Course Content

- 1 - The emergence and development of radio and television in the world and in Egypt.
- 2 - New media (concept, characteristics, types, effects).
- 3- The emergence of the press in the world and in Egypt and its role as a tool for political and social reform

- 4- The emergence and development of journalism and the process of printing and publishing in Egypt and the Arab world
- 5- Social, cultural and political factors affecting the development of television, radio and technology digital broadcasting.
- 7- The working mechanisms of radio, television and the press, their characteristics and capabilities as means of communication and the differences between them.
- 8- Concepts associated with the development of means of communication such as globalization, global citizenship and homogeneity cultural.
- 9 - Concepts associated with the development of means of communication, such as global citizenship.
- 10- Concepts associated with the development of means of communication, such as cultural homogeneity.
- 11- Digital and satellite broadcasting technology and its impact on creating a gap between countries in exchanging news
- 12- The challenges facing the traditional media and the trends of the relationship between them and the new media.

### **Teaching and Learning Methods**

- 1 - Lectures
- 2 - Discussion
- 3- Presentations during lectures dealing with the emergence of means of communication and their working mechanisms.
- 4- Using the Blackboard educational platform in communicating with students and submitting their assignments.
- 5 - Brainstorming
- 6- Providing academic content on CD for easy conversion in Braille for blind students.
- 7- In case some people miss the midterm exam, another date is set for them

### **Student Assessment Methods**

- Written midterm exam.
- Assignments to assess the student's ability to research and investigate
- Discussion and participation in lectures
- Written final Exam.