



Course Specification

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| Course name: mass communication origin Course Code: COM-204 | Program: All Academic level: Two Semester: |
| Specialization: General | Number of studying units: Theoretical: (3) Practical: |

• Intended Learning Outcomes of Course (ILOs)

a) Information and concepts

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

b) Intellectual skills

- b/1 Analyze cultural and economic factors affecting the emergence and development of communication methods
- b/2 Conclude the most important phenomena resulting from the development of communication technology such as globalization and cultural homogeneity.
- b/3 Explain the reasons behind the development of newspapers, radio and television and new media in Egypt and the world.
- b/4 Analyze the possibilities and characteristics of each communication medium.

c) Professional and practical skills

- c/1 Prepare presentations on the development of communication technology.
- c/2 Use the appropriate media for the content in the light of the characteristics of the medium.
- c/3 Prepare mechanisms for the future development of radio, television and journalism.

d) General and transferable skills

- d/1 Use the Internet to collect information.
- d/2 Present attractive reports

Course Content:

1-The emergence of journalism in the world and in Egypt and its role as a tool for political and social reform 2- The emergence and development of radio and television in the world and in Egypt. 3- New media (concept, characteristics, types, effects). 4- The emergence and development of journalism and the printing process in Egypt and the Arab world 5-Social, cultural and political factors affecting the development of radio and television, and digital broadcasting technology. 6-The work mechanisms of newspapers, radio and television, their characteristics and their possibilities as means of communication and differences between them. 7-Mid-term exam 8-Concepts associated with the development of means of communication such as globalization, global citizenship and cultural homogeneity. 9-Concepts related to 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 the exchange of news and information 12-Challenges facing traditional media and trends of their relationship with the new media. 13-The future of traditional and digital media. 14-Revision 15-Final Exam

Teaching and Learning Methods:

1-Lectures 2-Discussion 3-Presentations during lectures to address the emergence of communication methods and mechanisms of action. 4-Using the black board educational platform to communicate with students and deliver assignments. 5-Brainstorming 6-Providing educational content on CD for easy Braille conversion for visually impaired students 7-In the event that students are absent from the mid-examination, another date will be set for them.

Student Assessment Methods:

1-Written mid-term exam 2-Assignments to assess the student's ability to research and investigate 3-Discussion & participation in the lectures 4-Written final exam