



### Course Specification

<b>Course name: Introduction to Communication</b>	<b>Program: All Programs</b>
<b>Sociology Course Code: GEN 106</b>	<b>Academic level: Level One</b>
<b>Specialization: General</b>	<b>Number of studying units: Theoretical: 3 \</b>
	<b>Practical:</b>

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

##### a) Information and concepts

- A/1- Recognize what is meant by the nature of the media process through the social approach.
- A/2 - Define the elements of this nature according to the political, social and economic system.
- A/3- Recognize and analyze the characteristics of the media process.
- A/4- Analyze the elements of the media process and emphasizes their impact on the content.
- A/5- Criticize the media and advertising content according to the social research methodologies.
- A/6- Recognize the meaning of the social environment for communication.
- A/7- Differentiate between the impact of traditional and modern media messages.

##### b) Intellectual skills

- B/1- Explain the process of mass communication in societies in Egypt and the world.
- B/2- Define the elements of social impact through traditional and modern media.
- B/3- Analyze the social impact of the Egyptian drama, with an attempt to indicate the most important elements of influence.
- B/4- Identify the most important problems facing the Egyptian society.
- B/5- Explain the concept of the subject and its methodological problems.

##### c) Professional and practical skills

- C/1- Analyze the TV media content and determine the ability of the visual image to influence.
- C/2- Criticize the television content by placing it in its social context.
- C/3- Objectively criticize the various media contents, while specifying the social approach used in criticism and analysis.
- C/4- Compare between what is presented in both traditional and modern media.
- A/5- Suggest new ways to present media contents in a manner that serves the community.

##### d) General and transferable skills

- D/1- Acquire the skill of teamwork and developing team spirit.
- D/2- Use writing and presentation programs (Word, Power Point) on the computer.
- D/3 - Use presentation and presentation skills.
- D/4- Master the skills of effectively searching for information on the Internet.

#### Course Content:

1-The concept of the social entrance and its most important approaches. 2-Media systems in different countries and the distinction between them 3-The concept of the target audience and its most important components and characteristics. 4-Various social schools in the study of media and mass communication. 5-Social criticism of media content and methods. 6-Problematic issues of credibility through social research methods. 7-Mid-term 8-Media and mass communication: its definition, levels, models, functions and components of the communication process. 9-Types of media and factors affecting the effectiveness of the media and the time span of influence. 10-New media, its synonyms, definition, means, characteristics, and its relationship to traditional media. 11-Social marketing: its concept, objectives, types, elements, success factors and obstacles. 12-Media conscious behavior skills, video games, their benefits and drawbacks, and how to deal with them. 13-Practical cases. 14-Review. 15-final exam.

#### Teaching and Learning Methods:

1-Lecture. 2. Discussion and brainstorming. 3. Practical training. 4. Working in groups and self-learning

#### Student Assessment Methods:

- Discussion and participation in the lecture. - Study assignments to assess the student's ability to analyze various media contents and to suggest new ways to present them. -midterm exam. - The final exam