



Course Description

Course name: Media Theories Course Code: COM302C	Program: All Programs Academic level: third Semester: First Semester - Second Semester
Major: General	Number of credits: Theoretical: (3) Practical (-)

Intended Learning Outcomes of Course (ILOs)

a. Information and concepts:

A/1- Mention the concept of the communication process, its components, and its most important types. A/2- Mention the most important media theories and their assumptions. A/3- Mention the function of the communication process in society. A/4- Mention the strengths and weaknesses of the studied media theories. A/5- Recognize the stages of development of the communication process. A/6- Summarize the methods used in the communicative message. A/7- Describes the psychological and social dimensions of the effects of media theories on the public. A/8- Mention the persuasion strategies used in the media message. A/9- Discusses the advantages and disadvantages of using each media theory A/10- Summarizes the theories used via the Internet and social networks.

B. Intellectual skills

B/1- Analyze the strengths and weaknesses of the media theories. B/2- Choose the appropriate media theory when conducting media research.

B/3- Explains the reasons for the development of media theories. B/4- Deduce the difference between the influencing factors used in the media message for each theory.

B/5- Choose the appropriate type of communication when sending the media message.

c. Professional and practical skills:

C/1- Prepare a media research and discuss the theory that was used. C/2- Evaluate and compare the hypotheses used with those of the main theory. C/3- Evaluates the suitability of the theory used for the subject of the study. C/4- It presents a presentation of the possibility of using an alternative theory when designing the media message.

D. General and transferable skills:

D/1- He uses the college library to view scientific theses. D/2- A summary of his study is presented by making a presentation during the lecture. D/3- Discusses and compares everything new in the field of media theories

Content:

١/٤ The concept of theory, and a historical view of the development of media theories. ٢/٤ Theory of media dependence. ٣/٤ The theory of priority setting and the criticisms leveled against it. ٤/٤ The theory of the spiral of silence and its criticisms. ٥/٤ Theory of news frameworks. ٦/٤ Theory of the media gatekeeper.

٧/٤ mid-semester exam. ٨/٤ Theory of uses and effects. ٩/٤ Social Presence Theory.

١٠/٤ The medium-rich theory. ١١/٤ Theory of the third person effect. ١٢/٤ New media theories (eg: Public Domain, Remediation). ١٣/٤ Theories explaining violence in the media. ١٤/٤ New theories explaining the spread of rumors. ١٥/٤ end-of-semester exam

Teaching and Learning Methods:

١- The lecture (direct education).

٢- The discussion.

٣- Show practical examples

٤- Presenting practical models for applying theories in media research

٥- Assignments of students

٦- Brainstorming.

Student Assessment Methods:

٧/ A/1- The mid-semester written test. 7/a/2- Assignments to assess the student's ability to research and investigation 7/a/3-discussion, participation and observation of students' behavior and performance in the lecture 7/a/4-written test at the end of the semester