Future university in Egypt
Faculty of Economics and Political Science
Department of Political Mass Media

FUTURE
UNIVERSITY IN EGYPT
FACULTY OF
ECONOMICS AND POLITICAL SCIENCE

Department of Political Mass Media

Program Specification

(Academic Year 2019/2020)

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Program Specification
(Year 2019/2020)

A. Basic Information:

1. Program Name: **Political Mass Media Program**
2. Program Type: **Single**
3. Department in charge of the program: **Department of Political mass Media**
4. Departments Sharing in the Program: **Political Science, Public Administration, Economics.**
5. Program Verification: 3/10 /2013
6. Date of Program Specification Approval:
    - Department Council Approval: 11/9/2019
    - Faculty Council Approval: 18/9/2019
7. Program Coordinator: Prof. Miral Sabry
8. Internal Reviewer of the Program: Dr. Sahar Talaat
9. External Reviewer of the Program:
    - Prof. Nermeen Alazrak: Egyptian External Reviewer, Cairo University
    - Prof. Nicholas Williams: University of Cincinnati, USA

B. Specific Information:

1. General Program Aims:

By the end of the program graduates should be able to:

1.1 Use scientific approach to describe and analyze media and politics phenomena and problems related to the media coverage of political events. (1.1)

1.2 Acquire media and political knowledge from various primary and secondary sources related to media and politics. (1.2)

1.3 Describe the power relation binding media and politics, the media impact on politics and policies and vice versa. (1.3)

1.4 Use mass and political communication skills to positively serve society and the surrounding environment. (1.3)

1.5 Understand the nature of media coverage and the importance of political participation and proper media representation of citizens in a democratic state to be an active and motivating member of society. (1.4)

1.6 Possess the skills of leadership, teamwork, decision making and realizing his rights and duties. (1.5)

1.7 Aware of the political, social and economic challenges of the media representing local, regional and international political issues. (1.6)

1.8 Apply the basic principles of communication in media organizations and skillfully excelling in communication arts. (1.7)
1.9 Apply the professional ethical principles in seeking the truth, and accurately and honestly apply the principles of plurality. (1.8)
1.10 Examine the impact of freedom of information on ethical, social and national security issues. (1.8)
1.11 Understand the principles and factors related to information dissemination and constructing mental media images for various issues related to media and politics. (1.9)
1.12 Use the most advanced information and communication technology in various media fields. (1.10)
1.13 Examine the relationship between the media, social, economic and political events and analyze the role of the media as a socio-political institution. (1.11)
1.14 Identify existing systems of public and cultural diplomacy and how new media redefines public diplomacy and challenges the governmental roles. (1.11)
1.15 Explore media conditions in politically stable and unstable Arab countries and analyze the media transformation process in post- revolution Arab countries. (1.11)
1.16 Innovate and create in different media and political fields. (1.12)

2. Intended Learning Outcomes of the Program (ILOs):

2.1 Knowledge and Understanding:

By the end of the program graduates should be able to:

2.1.1. Explain the basic concepts and functions of mass communication and political science, the importance of each and its relationship to social sciences (2.1)
2.1.2. Identify the history and developments of mass media, research methods, the communication models and its effect on the media principles and theories (2.2)
2.1.3. Outline the communication processes and models and the effects of mass media on audiences. (2.2)
2.1.4. Identify key concepts in media law and ethics such as prior restraint, defamation, copyright, obscenity, indecency, and journalistic privilege. (2.3)
2.1.5. Discuss forces that shape opinion formation and attitudes negatively or positively. (2.4)
2.1.6. Describe the evolving role of the journalist and identify the development in news story formats. (2.5)
2.1.7. Explain the effects of freedom of information on the government, national security and the public. (2.6)
2.1.8. Identify the components of media industry locally, technically and managerially, media work environment economically, internationally and regionally and the process of conducting public opinion polls. (2.7)

2.1.9. Discuss the impact of new media on public opinion research and its effects on the Arab-Israeli conflict, policy making, public diplomacy, the media culture, and the economic and social effects of the changing media context. (2.8)

2.2 Intellectual Skills

By the end of the program graduates should be able to:

2.2.1. Evaluate existing media conditions, forms and messages and apply latest research techniques for rating the effect of print media and communication on readers, through selecting a timely topic with a sound sample (3.1)

2.2.2. Assess the impact of new media on the print media industry and compare the development of print media systems in different countries. (3.2)

2.2.3. Compare the harms and benefits against states in applying freedom of information and assess the constraints that should be placed on filtering the access to information and their relation to National Security. (3.3)

2.2.4. Judge the advantages and disadvantages of classified information leaks on people and governments and estimate the need for freedom of information in the Arab Countries. (3.4)

2.2.5. Compare local, regional and global media laws and ethical standards and analyze the effects of media law on social responsibility. (3.5)

2.2.6. Inspect the nature of media and its role in democracy and evaluate how political campaigns affect public opinion (3.6)

2.2.7. Analyze the relationship between media-ownership, public opinion and policy making (3.7)

2.2.8. Inspect the role of media in democratic countries and in the transformation of the Arab political culture by spotting the biases in news coverage, the effect of news stories on the public, and the difference between primary, secondary and governmental sources relevant to a news story (3.8)

2.3 Professional and Practical Skills

By the end of the program graduates should be able to:

2.3.1 Predict the effect of social, cultural, political, economic and ethical factors on print media development. (4.1)

2.3.2 Analyze the role of mass communication in society and illustrate the effect of global print media on the public and decision making. (4.1)

2.3.3 Demonstrate how filtering access affects the democratic process (4.2)

2.3.4 Write correctly and clearly using various media formats for print and broadcast suitable for the target audience. (4.2)

2.3.5 Conduct a social science research in the field of mass communication and justify decisions about the methodology, including sampling and the measurement instruments. (4.3)
2.3.6 Employ policy making models to develop existing media form and demonstrate how policies affect the democracy building process (4.3)
2.3.7 Gather data and statistics, be able to analyze them and interpret what they mean, refer to or reflect political, media, social and economic indicators. (4.4)
2.3.8 Propose solutions and strategies for the challenges facing public diplomacy in different contexts and illustrate the effects that new media has on the Arab World revolutions. (4.5)
2.3.9 Compare the effects of traditional media and new media on public opinion formation (4.5)

2.4 General and Transferable Skills

By the end of the program graduates should be able to:

2.4.1 Gain experience with information technology and relate them to analyzing political mass media issues (5.1)
2.4.2 Use multimedia and communication tools in searching, analysis and presentation (5.2)
2.4.3 Communicate with specialized media people in various fields (5.3)
2.4.4 Work under pressure and as part of a team. (5.4)
2.4.5 Exchange and update information related to various issues connected to political mass media (5.5)
2.4.6 Acquire time management and communication skills. (5.6)
2.4.7 Improve self-learning skills and develop their personal skills. (5.7)
2.4.8 Use one of the main foreign languages proficiently. (5.8)

3. Academic Standards for the Program

The political mass media department has prepared academic reference standards for the program guided by the National Academic Reference Standards (NARS) for the Mass Communication and Political Science Programs 2009 (Annex No. 1) and approved from the Department Council on 13/7/2016 and from the Faculty Council on 20/7/2016.

4. Benchmark References:

4/1 Mass Communication NARS
4/2 Political Science NARS

5. Program Structure and Contents:

a. Program Length: 4 years, 8 semesters

b. Program Structure:

- **Actual Hours:** Theoretical (141) Practical (26) Total (167)
- **Total Credit Hours:** (141)

No.	Nature of Courses	Program Credit Hours	Program (%)	ARS (%)
1	Basic Courses (Faculty requirements)	33	23.4 %	22 – 26 %
2	Compulsory specialization courses	42	29.8 %	30 – 35 %
3	Elective Courses (within specialization)	15	10.6 %	8 – 12 %
4	Collateral Courses for specialization	30	21.3 %	18 – 22 %
5	Sciences left to the colleges (University Requirements)	8	5.7 %	6 – 8 %
6	Research Based Courses (Graduation Project and Research) *	13	9.2 %	8 – 10 %
	Total	141	100 %	

****Graduation project:**

Scientific Thinking (SCT 101), Scientific and Report Writing (BIT 310), Research Methodology (REM 201), Specialized Writing (REM 302), and Honor Thesis (REM 401).

C. Program Levels (In Credit Hours System):

- First Level / Freshman year: Students should pass **37** Credit hours as follows: Compulsory **34,** Collateral – Elective **3**

a. Freshman Year – First Semester						Weekly Contact Hours		
S/N	Course Code	Course Title	Total Credits	Subject Group	Prerequisite	Theor.	Pract.	Total
1	CSC 101	Introduction to Computer	2	Computer Science	-	2	-	2
2	ECO 101	Principles of Economics I (Microeconomics)	3	Economics	-	3	2	5

3	KET	Key English Test	2	English	-	2	-	2
4	MTH 101	Introduction to Mathematics	3	Mathematics	-	3	-	3
5	PAD 101	Introduction to Public Administration	3	Public Administration	-	3	2	5
6	PSC 101	Introduction to Political Science I	3	Political Science	-	3	2	5
7	PSC 110	Human Rights	2	Political Science	-	2	-	2
			18			**18**	**6**	**24**

b. Freshman Year – Second Semester						**Weekly Contact Hours**		
S/N	**Course Code**	**Course Title**	**Total Credits**	**Subject Group**	**Prerequisite**	**Theor.**	**Pract.**	**Total**
1	ECO 102	Principles of Economics II (Macroeconomics)	3	Economics	-	3	2	5
2	PET	Preliminary English Test	2	English	ENG101	2	-	2
3	LAW 101	Principles of law	3	Law	-	3	-	3
4	PMM 101	Introduction to Mass Media	3	Political Mass Media	-	3	2	5
5	PSC 102	Introduction to Political Science II	3	Political Science	-	3	2	5
6	STS 101	Introduction to Statistics	3	Statistics	-	3	-	3
7		University Elective	2			2	-	2
			19			**19**	**6**	**25**

- **Second Level / Sophomore year:** Students should pass **35** Credit hours as follows: Compulsory **18,** Collateral **12,** Elective **5**

a. Sophomore Year – First Semester						Weekly Contact Hours		
S/N	**Course Code**	**Course Title**	**Total Credits**	**Subject Group**	**Prerequisite**	**Theor.**	**Pract.**	**Total**
1	PSC 200	Theory of Comparative Politics	3	Political Science	PSC 101/ PSC 102	3	-	3
2	REM 201	Research Methodology	3	Research Methodology	-	3	-	3
3	ECO 202	Money and Banking	3	Economics	ECO 101/ ECO 102	3	-	3
4	PSC 202	International Relations Theory	3	Political Science	PSC 101/ PSC 102	3	-	3
5	PMM 201	Theories of Mass Communications	3	Political Mass Media	PMM 101	3	-	3
6		University Elective	2			2	-	2
			17			**17**	**-**	**17**

b. Sophomore Year – Second Semester						Weekly Contact Hours		
S/N	**Course Code**	**Course Title**	**Total Credits**	**Subject Group**	**Prerequisite**	**Theor.**	**Pract.**	**Total**
1	PSC 201	Evolution of Arab and Western Political Thought	3	Political Science	PSC 101/ PSC 102	3	-	3
2	PMM 203	History of Journalism	3	Political Mass Media	PMM 101	3	-	3
3	ECO 203	International Economics	3	Economics	ECO 101/ ECO 102	3	-	3
4	PMM 202	Public Opinion	3	Political Mass Media	PMM 101	3	-	3
5	PMM 206	Mass Media Law, Religion and Ethics	3	Political Mass Media	PMM 101	3	-	3
6		Faculty Elective	3			3	-	3
			18			**18**	**-**	**18**

- **Third Level/ Junior year:** Students should pass **36** Credit hours as follows: Compulsory **18,** Collateral **12,** Elective **6**

a. Junior Year – First Semester						Weekly Contact Hours		
S/ N	Course Code	Course Title	Total Credits	Subject Group	Prerequisite	Theor.	Pract.	Total
1	PAD 301	Public Policy Analysis	3	Public Administration	PAD 101	3	-	3
2	PSC 302	International Organizations	3	Political Science	PSC 101/ PSC 102	3	-	3
3	PMM 304	The Industry and Economics of Media	3	Political Mass Media	PMM 101/ ECO101/ ECO102	3	-	3
4	PMM 403	News Crafting	3	Political Mass Media	PMM 206	3	2	5
5		Faculty Elective	3			3	-	3
6		Department Elective	3			3	-	3
			18			**18**	**2**	**20**

b. Junior Year – Second Semester						Weekly Contact Hours		
S/N	Course Code	Course Title	Total Credits	Subject Group	Prerequisite	Theor.	Pract.	Total
1	PMM 307	Public Opinion and Policy Making	3	Political Mass Media	PAD 101	3	-	3
2	PMM 309	Media Governance and Public Diplomacy	3	Political Mass Media	PMM 101	3	-	3
3	PMM 406	Conducting Interviews: The Art and Science	3	Political Mass Media	PMM 206	3	2	5
4	PSC 310	Content Analysis of Political Discourse	3	Political Science	REM 201/ PSC 101/ PSC 102/ PMM 101	3	-	3
5	REM 302	Specialized Writing	3	Research Methodology	REM 201	3	-	3
7		Department Elective	3			3	-	3
			18			**18**	**2**	**20**

- **Fourth Level/ Senior year:** Students should pass **33** Credit hours as follows: Compulsory **12,** Collateral **9,** Elective **12**

a. Senior Year – First Semester						Weekly Contact Hours		
S/N	**Course Code**	**Course Title**	**Total Credits**	**Subject Group**	**Prerequisite**	**Theor.**	**Pract.**	**Total**
1	PMM 402	Media Practice I (Audio)	3	Political Mass Media	PMM 101	3	2	5
2	PMM 405	Media Practice II (Video)	3	Political Mass Media	PMM 101	3	2	5
3	PMM 407	Opinion, Feature, and Analysis Writing	3	Political Mass Media	PMM 206	3	2	5
4	PMM 409	Investigative Reporting	3	Political Mass Media	PMM 206	3	2	5
5		Department Elective	3			3	-	3
6		Department Electives	3			3	-	3
			18			**18**	**8**	**26**

b. Senior Year – Second Semester						Weekly Contact Hours		
S/N	**Course Code**	**Course Title**	**Total Credits**	**Subject Group**	**Prerequisite**	**Theor.**	**Pract.**	**Total**
1	REM 401	Honor Thesis/Graduation Project	3	Research Methodology	REM 201/ REM 302	3	-	3
2	PSC 404	Diplomatic and Consular Systems	3	Political Science	PSC 202	3	-	3
3	PSC 406	Egyptian Foreign Policy	3	Political Science	PSC 101/ PSC 102	3	-	3
4	PMM 408	Editing and Design	3	Political Mass Media	PMM 206	3	2	5
5		Department Elective	3			3	-	3
			15			**15**	**2**	**17**

D. Program Courses:

University Requirements

1- Compulsory Courses (8 Credit Hours):

Course Code	Course Title	Credit Hours	Prerequisite
KET	Key English Test	2	-
PET	Preliminary English Test	2	KET
CSC 101	Introduction to Computer	2	Placement Exam
PSC 110	Human Rights	2	-

2- Elective Courses (4 Credit Hours):

Course Code	Course Title	Credit Hours	Prerequisite
PSY 101	Psychology	2	--
SOC 101	Sociology	2	--
ENV 101	Environmental Sciences	2	--
SCT 101	Scientific Thinking	2	--
BIT 310	Scientific and Report Writing	2	---

Faculty Requirements

1- Faculty Compulsory Courses (27 Credit Hours):

Subject	Course Code	Course Title	Actual Hours		Credit Hours	Prerequisite
			Theoretical	Practical		
Law	LAW 100	Principles of Law	3	-	3	-
Economics	ECO 101	Principles of Economics I (Microeconomics)	3	2	3	-
Economics	ECO 102	Principles of Economics II (Macroeconomics)	3	2	3	-
Mathematics	MTH 101	Introduction to Mathematics	3	-	3	Placement Exam

Political Mass Media	PMM 101	Introduction to Mass Media	3	2	3	-
Political Science	PSC 101	Introduction to Political Science I	3	2	3	-
Political Science	PSC 102	Introduction to Political Science II	3	2	3	-
Public Administration	PAD 101	Introduction to Public Administration	3	2	3	-
Statistics	STS 101	Introduction to Statistics	3	2	3	-
9 Courses			**27**	**14**	**27**	

2- Faculty Elective Courses (6 Credit Hours):

Subject	**Course Code**	**Course Title**	**Actual Hours**		**Credit Hours**	**Prerequisite**
			Theoretical	Practical		
Economics	ECO 205	Economic History of Egypt	3	-	3	-
Political Mass Media	PMM 204	Freedom of Information	3	-	3	-
Political Science	PSC 108	Society and Politics in Egypt	3	-	3	PSC 101/ PSC 102
	PSC 111	Modern History of the World:Different Paradigms	3	-	3	-
	PSC 112	Social Justice	3	-	3	-
Public Administration	PAD 202	Human Resources Management	3	-	3	PAD 101
6 Courses			**18**	**-**	**18**	

Compulsory Courses (51 Credit Hours)

Course Code	Course Title	Actual Hours		Credit Hours	Prerequisite
		Theoretical	Practical		
PMM 201	Theories of Mass Communications	3	-	3	PMM 101
PMM 202	Public Opinion	3	-	3	PMM 101
PMM 203	History of Journalism	3	-	3	PMM 101
PMM 206	Mass Media Law, Religion and Ethics	3	-	3	PMM 101
PMM 304	The Industry and Economics of Media	3	-	3	PMM 101/ ECO 101/ ECO 102
PMM 307	Public Opinion and Policy Making	3	-	3	PAD 101
PMM 309	Media Governance and Public Diplomacy	3	-	3	PMM 101
PMM 402	Media Practice I (Audio)	3	2	3	PMM 101
PMM 403	News Crafting	3	2	3	PMM 206
PMM 405	Media Practice II (Video)	3	2	3	PMM 101
PMM 406	Conducting Interviews: The Art and Science	3	2	3	PMM 206
PMM 407	Opinion, Feature, and Analysis Writing	3	2	3	PMM 206
PMM 408	Editing and Design	3	2	3	PMM 206
PMM 409	Investigative Reporting	3	2	3	PMM 206
REM 201	Research Methodology	3	-	3	-
REM 302	Specialized Writing	3	-	3	REM 201
REM 401	Honor Thesis / Graduation Project	3	-	3	REM 201/ REM 302
17 Courses		**51**	**14**	**51**	

Collateral Courses (30 Credit Hours)

Course Code	Course Title	Actual Hours		Credit Hours	Prerequisite
		Theoretical	Practical		
ECO 202	Money and Banking	3	-	3	ECO 101/ ECO 102
ECO 203	International Economics	3	-	3	ECO 101/ ECO 102
PAD 301	Public Policy Analysis	3	-	3	PAD 101
PSC 200	Theory of Comparative Politics	3	-	3	PSC 101/ PSC 102
PSC 201	Evolution of Arab and Western Political Thought	3	-	3	PSC 101/ PSC 102
PSC 202	International Relations Theory	3	-	3	PSC 101/ PSC 102
PSC 302	International Organizations	3	-	3	PSC 101/ PSC 102
PSC 310	Content Analysis of Political Discourse	3	-	3	REM 201/ PSC 101/ PSC 102/ PMM 101
PSC 404	Diplomatic and Consular Systems	3	-	3	PSC 202
PSC 406	Egyptian Foreign Policy	3	-	3	PSC 101/ PSC 102
10 Courses		**30**	**-**	**30**	

Major Elective Courses (15 Credit Hours)

Course Code	Course Title	Actual Hours		Credit Hours	Prerequisite
		Theoretical	Practical		
PMM 204	Freedom of Information	3	-	3	–
PMM 205	Research Techniques for Journalists	3	-	3	PMM 101
PMM 308	Principles of Creative Advertising	3	-	3	PMM 101
PMM 310	Media Socio-Economic Structure	3	-	3	ECO 101/ ECO 102/ PMM 101
PMM 311	Media, Politics and Society	3	-	3	PMM 101
PMM 401	Mass Media in the Arab World	3	-	3	PMM 101/ PSC 101/ PSC 102
PMM 410	Running a Media Organization: Management and Finance	3	-	3	PMM 304
PMM 411	Covering Elections Campaigns	3	-	3	PMM 206
PMM 412	Covering Conflicts	3	-	3	PMM 206
REM 301	Simulations and Internships	3	-	3	-
10 Courses		**30**	**-**	**30**	

6. Course Content:

Course Code:
Course Title:
Course Content:

Refer to Course Specification Templates (Annex 6)

(According to Internal Regulation)

7. Program Admission Requirements:

- Students, with the following qualifications, are eligible for admission at Future University:
  - Those who have The Egyptian General Secondary Certificate of Education (Thanaweya Amma) or its equivalent certificates according to rules issued by the Supreme Council of Private Universities. The University Council, considering rules of admission to the faculty, determines number of non- Egyptian students who might be admitted at the University.
  - Those who receive the required grades in high school exam or its equivalent according to the Ministry of Higher Education policy toward private higher education. These grades should not be less than those spelled out in the Presidential Decree concerning the establishment of Future University.
  - Those who successfully pass admission and competence tests or any other tests determined by the University Council.
  - Those who successfully pass high school exam or its equivalent required admission courses for the Faculty he/ she is applying for.
  - Those who successfully pass medical exam determined by University Council.
- Students with high school certificate or its equivalent from previous year might be admitted if the following conditions are met:
  - No more than one year elapsed since student received high school certificate or its equivalent.
  - Student should have received minimum required grade for admission at the University according to the Presidential Decree of its establishment.
  - Student should present a confirmation that he/she is not admitted to any Egyptian or equivalent University in the year he/she received his/ her high school certificate or its equivalent.
  - Student should successfully pass competence tests or any other tests required by the University.
- Students who have been dismissed from state or private universities are ineligible for admission.

- **English Language Requirements**: Since English is the teaching language at FEPS, all applicants must go through an English placement exam as an enrollment condition for any degree program. Based on the exam score the students' English level is classified as Elementary level which is non-credit, Key English Test (KET) level or Preliminary English Test (PET).
- **Placement Exams in Computer Science and Mathematics**: Applicants to FEPS have to go through placement exams in computer science and mathematics to assess whether freshman students have the minimum level of knowledge required in these areas to pursue their studies in the faculty. In case students did not pass the placement exam in computer science, they are required to study the course of Introduction to Computer Science (CSC 101) which is a university requirement course. In addition, if students did not pass the placement exam in mathematics, they have to study the faculty requirement course of Introduction to Mathematics (MTH 101). Though this course is an elective university requirement, yet competency in the field is a perquisite for graduation.
- Student would select his/ her field of study starting with second academic year after earning minimum of 30 credit hours including the introductory courses related to the chosen field of study.

8. Regulations for Progression and Program Completion:

- In First Level/ Freshman: Students should pass **37** Credit hours as follows: Compulsory **34** Collateral – Elective **3**
- In Second Level/ Sophomore: Students should pass **35** Credit hours as follows: Compulsory **18** Collateral **12** Elective **5**
- In Third Level/ Junior: Students should pass **36** Credit hours as follows: Compulsory **18** Collateral **12** Elective **6**
- In Fourth Level/ Senior: Students should pass **33** Credit hours as follows: Compulsory**12** Collateral **9** Elective **12**
- **Requirements for Graduation:** Students must complete at least 141 total credit hours, given that the minimum letter grade in any course is "D" and the minimum Cumulative Grade Point Average (CGPA) is "C" to be awarded a Bachelor of Science Degree (B.Sc.).

- **Grading Scheme:** Each instructor evaluates students' activities during the semester (attendance, semester exams, assignments and finals) and gives a grade for the course according to the following schedule:

Grade	%	GPA
A	>=90%	4.0
A-	=85>90%	3.7
B+	=80>85%	3.3
B	=75>80%	3.0
B-	=70>75%	2.7
C+	=65>70%	2.3
C	=60>65%	2.0
C-	=55>60%	1.7
D+	=53>55%	1.3
D	=50>53%	1.0
F	<50%	0.0

- For a student to pass any course, he/she should receive at least 50% of the course grade (D).
- GPA at the end of each semester is calculated as follows:
  - GPA= Total of (Grade × Number of Credit Hours for each course) ÷ Number of Credit Hours received during study years.
- **Grades for graduation certificate are calculated as follows**

GPA	Grade	Honors
3.7 and above	Excellent	First Honor
3.6 > 3.7	Excellent	Second Honor
3.2 > 3.6	Very Good	-
2.4 > 3.2	Good	-
2.0 > 2.4	Pass	-

- For a student to receive honor he/ she should not have failed any of the courses.

- **Major Declaration:** Student would select his/ her field of study starting with second academic year after earning minimum of 30 credit hours including the introductory courses related to the chosen field of study.
- **Minor:** Students with a minimum CGPA of 3.00 might select a minor on the condition that he/she earns 12 credit hours in the field of study. These credit hours are determined by the concerned department and should not be of the collateral and elective courses.
- **Double Major:** A graduate with B.Sc. from any of the four departments might continue his/her studies in the other three departments and receive additional B.Sc. on the condition of earning a minimum of 42 Credit Hours in the new selected department.

9. Evaluation of Students in the Program:

Method	Corresponding ILOs
1. Written (Midterm and Final Exams)	• Knowledge and Understanding • Intellectual Skills
2. Honor Thesis	• Knowledge and Understanding • Intellectual Skills • Professional and Practical Skills • General and Transferable Skills
3. In-class activities	• Knowledge and Understanding • Intellectual Skills • Professional and Practical Skills • General and Transferable Skills
4. Out-class activities	• Professional and Practical Skills • General and Transferable Skills
5. Internships	• Knowledge and Understanding • Intellectual Skills • Professional and Practical Skills • General and Transferable Skills
6. Simulation Models	• Intellectual Skills • Professional and Practical Skills • General and Transferable Skills

10.Evaluation of the Program:

Evaluator	Method	Sample
1.Senior Students	Surveys	50%
2. Alumni	Surveys	25%
3. Stakeholders	Surveys / Interviews	Sample representative of all related sectors
4.External Reviewer/s	Report/s	1-2 Reports
5.Staff (Internal Reviewer/s)	Report/s	1-2 Reports

11.Teaching and evaluation Methodology

- Teaching methodologies aim at equipping future leaders and policy-makers with in-depth scientific and analytical thinking to approach multifaceted global issues and hot spots with the vision of building more integrated proactive students with a cooperative environment conducive to peace and development.
- Hence a mixture of traditional lecturing and advanced interactive methods of teaching is offered to students to gain both knowledge, hands-on experience and skills of, among others, negotiation, debate, problem-solving, and conflict management. The program integrates classroom study and workplace experience as follows.
    - **Attendance:** attendance of lectures is compulsory.
    - **In-class activities**: students are usually required to work in class, submit and discuss papers and course work assignments as well as in-class simulation games and role playing.
    - **Out-class activities**: some courses require students to conduct field studies and visits as well as interviews.
    - **Exams:** in each course, there are one or two mid-term exams and a final exam.
    - **Simulation Models:** such as the Model of American Presidency (MAP), Model United Nations (MUN) and Model of Arab League (MAL) where participating students get to practice knowledge and become aware of political, economic, and

social events in the Arab world as well as international challenges and opportunities. Students gain a practical experience and merge with different people of diverse backgrounds. Participation in such models gives the opportunity for students to acquire several skills: diplomatic, negotiations, public speaking, international organizations rules of procedure, research, crisis management.

- **Internships:** students are required to undertake summer internship during his/her junior year in any organization relevant to his field of interest. Priority is given to students with CGPA 3.0.
- **Class Setting:** To capitalize on the best learning benefit in-class, maximum specialization class capacity is 40 students**.**
- **Teaching resources and Technology:** the faculty applies up-to-date interactive teaching technologies, Smart Boards and Modular Object-Oriented Dynamic Learning Environment (Moodle), which enrich and facilitate the learning process and provide opportunities for wider range of on-line interactions between students and instructors. Added to this are white boards as well as Audio-Video equipment.

Program Coordinator:

Name: A. Prof. Miral Sabry **Signature** Miral Sabry

Date: Date: 11 / 9 / 2019

Head of Department:

Name: A. Prof. Miral Sabry **Signature** Miral Sabry
Date: 11 / 9 / 2019

Appendices
Appendix (1): ARS of Political Mass Media Program
Appendix (2): Matrix of Program Aims vs. ARS Attributes
Appendix (3): Matrix of Program ILO's vs. ARS Standards
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Appendix (5): Matrix of Program ILO's vs. Courses
Appendix (6): Courses Specifications

Appendix (1): ARS of Political Mass Media Program

المعايير القومية الأكاديمية المرجعية لبرنامج الإعلام السياسي

1. المواصفات العامة لخريج برنامج الإعلام السياسي:

يجب أن يكون خريج برنامج الإعلام السياسي قادرا على:

1.1. استخدام المنهج العلمي في وصف وتحليل الظواهر والمشكلات المتصلة بالتغطية الاعلامية للأحداث السياسية.

1.2. الإلمام بالمكونات المعرفية والفكرية في تخصص الإعلام السياسي.

1.3. اكتساب المعارف وتوظيف المهارات المكتسبة في مجال الإعلام السياسي لخدمة المجتمع والبيئة المحيطة بشكل إيجابي.

1.4. تفهم طبيعة التغطية الاعلامية وأهمية المشاركة السياسية بالدرجة التي تجعله عضواً فعالاً ومحفزاً في المجتمع.

1.5. امتلاك مهارات القيادة والعمل الجماعي واتخاذ القرارات وادراك حقوقه وواجباته.

1.6. الوعي بالمتغيرات السياسية والاجتماعية والاقتصادية المتصلة بوسائل الإعلام وبيئة العمل الإعلامي على المستويات المحلية والاقليمية والدوليةً

1.7. الالمام بأسس الاتصال والسلوك التنظيمي في المؤسسات والجهات الإعلامية وإجادة فنون الاتصال ومهاراته.

1.8. تطبيق المبادئ الأخلاقية المهنية والعمل بأسلوب أخلاقي من أجل السعي إلى الحقيقة والدقة والنزاهة وتطبيق مبدأ التعددية .

1.9. فهم المبادئ والعوامل الخاصة بتقديم المعلومات وتكوين الصور الذهنية للمنافسة في سوق العمل.

1.10. التعامل مع تكنولوجيات المعلومات والاتصال واستخداماتها في المجالات الإعلامية المختلفة.

1.11. الربط بين الأحداث السياسية والاقتصادية والاجتماعية من خلال التغطية الاعلامية لمختلف الأحداث، وتوظيف المعرفة بعلم الإعلام السياسي لفهم الواقع.

1.12. الإبداع والابتكار في التخصصات الإعلامية والسياسية.

2. المعرفة والفهم:

يجب أن يكون خريج كلية الإعلام السياسي لدية المعرفة والفهم للآتى:

2.1. مفهوم الاعلام السياسي والعلوم السياسية وعلوم الاعلام وأهمية كل منها وعلاقتها بالعلوم الاجتماعية.

2.2. المبادئ الأساسية، والنظريات، والاتجاهات، والمدارس الفكرية ومناهج البحث في الإعلام والعلوم السياسية ووعلاقتها بتنوع وسائل الاتصال وتأثيرها على الجمهور.

2.3. المفاهيم الأساسية في قانون الصحافة وأخلاقيات الإعلام وتطبيق مبدأ التعددية.

2.4. دور القوى الاعلامية والسياسية ومختلف انواع النخب في توجيه رأي الجمهور والتأثير على الرأي العام سلباً او أيجاباً.

2.5. الدور المتغير للصحفي وتطوره عبر مختلف وسائل الاعلام بما يعكس السياسات الاعلامية محلياً ودولياً.

2.6. تأثير حرية المعلومات وحرية التعبير على النظم السياسية، الأمن القومي والجمهور.

2.7. المتغيرات المتصلة بوسائل الإعلام محلياً وفنياً واداريا وبيئة العمل الإعلامي اقتصادياً ودولياً وإقليميا

2.8. تأثير الرأي العام على الابعاد الكلية للصراع العربي الإسرائيلي.

3. المهارات الذهنية:

يجب أن يكون خريج الإعلام السياسي مكتسبا للمهارات الذهنية التالية:

3.1- القيام بعمل تقييم نقدي للظروف الاعلامية الراهنة والأشكال والرسائل الاعلامية مستخدما أحدث وسائل البحث العلمي لقياس تأثير المحتوى الاعلامي على الجمهور.

3.2- تقييم تأثير الإعلام الجديد على الإعلام المطبوع ومقارنة تطور الاعلام المطبوع في دول مختلفة.

3.3- مقارنة مخاطر ومميزات تطبيق حرية الصحافة والمعلومات في مختلف الدول والحدود التي يجب ان توضع لحماية الأمن القومي.

3.4- قياس عيوب ومميزات تسـريب المعلومات الهامة بالنسـبة للافراد والحكومات وقياس مدي ضرورة حرية المعلومات في الدول العربية.

3.5- مقارنة قوانين واخلاقيات الاعلام في مختلف الدول وتأثيرها على المسؤلية المجتمعية للإعلام.

3.6- تقييم طبيعة الاعلام ودوره في الديمقراطية وقياس مدى تأثير الحملات السـياسـية على الرأي العام.

3.7- تحليل العلاقة بين ملكية وسائل الاعلام والرأي العام وصنع القرار.

3.8- الربط بين التغطية الإعلامية للدول الديمقراطية وبين المهنية وحرية التعبير.

4. المهارات المهنية والعملية:

يجب أن يكون خريج الإعلام السياسي مكتسبا للمهارات المهنية والعملية التالية:

4.1. تحليل ونقد دور العوامل السـياسـية والاقتصـادية والثقافية والأخلاقية في تحديد المحتوي الإعلامي وعملية صياغة القرار.

4.2. الكتابة السليمة والواضحة والإخراج الصحفي باستخدام القوالب والأساليب الإعلامية الملائمة وبما يناسب الجماهير المستهدفة ويخدم الأهداف التي يسعون لتحقيقها.

4.3. القيام بعمل مشروع بحث في مجال الاعلام السياسي يتضمن الفكرة والمشكلة والأسئلة البحثية ووصـف وسـائل البحث المختلفة من خلال البحث عن مصـادر المعلومات المختلفة، والتحقق من صدقها.

4.4. جمع البيانات والإحصـائيات، والقدرة على تحليلها، وتفسـير ما تعنيه أو تشـير إليه أو تعكسـه تلك الأرقام من مؤشرات سياسية وإعلامية واجتماعية واقتصادية.

4.5. اسـتخلاص الحلول الواقعية للمشـكلات والازمات والقضـايا العربية والدبلوماسـية وتأثير الاعلام الجديد عليها.

5. المهارات العامة:

يجب أن يكون خريج الإعلام السياسي مكتسبا للمهارات العامة التالية:

5.1- استخدام الحاسب الآلي، والاستفادة من إمكاناته المتعددة.

5.2- استخدام الوسائط المتعددة، وأدوات الاتصال المساعدة في البحث والتحليل والعرض.

5.3- الاتصال مع المهتمين بالمجالات ذات الإعلام السياسي.

5.4- العمل ضمن فريق، والقدرة على التعامل مع أصحاب الاتجاهات أو الثقافات أوالتخصصات الأخرى.

5.5- تبادل وتنمية وتحديث المعلومات.

5.6- إدارة الوقت.

5.7- التعلم الذاتي المستمر، وتطوير معارفه وأفكاره.

5.8- إجادة إحدى اللغات الأجنبية الرئيسة.

هيكل المنهج

توزيع نسب متطلبات البرنامج (تقريبية)

مسلسل	طبيعة العلوم	النسبة %
1	علوم أساسية (متطلبات كلية)	% 26 - 22
2	علوم إجبارية للتخصص	% 35 - 30
3	علوم اختيارية (من داخل التخصص)	% 12 – 8
4	علوم مساندة للتخصص	% 22 – 18
5	علوم مميزة للمؤسسة (متطلبات الجامعة)	% 8 - 6
6	مشروع تخرج	% 10 – 8

Appendix (2): Matrix of Program Aims vs. ARS Attributes

Political Mass Media Program Aims																ARS
16/1	**15/1**	**14/1**	**13/1**	**12/1**	**11/1**	**10/1**	**9/1**	**8/1**	**7/1**	**6/1**	**5/1**	**4/1**	**3/1**	**2/1**	**1/1**	**Graduate Attributes**
															√	**1/1**
														√		**2/1**
												√	√			**3/1**
											√					**4/1**
										√						**5/1**
									√							**6/1**
								√								**7/1**
						√	√									**8/1**
					√											**9/1**
				√												**10/1**
	√	√	√													**11/1**
√																**12/1**

Appendix (3): Matrix of Program ILO's vs. ARS Standards

Political Mass Media Program ILOs									ARS
Knowledge and Understanding									
9/1/2	8/1/2	7/1/2	6/1/2	5/1/2	4/1/2	3/1/2	2/1/2	1/1/2	Knowledge and Understanding
								√	1/2
						√	√		2/2
					√				3/2
				√					4/2
			√						5/2
		√							6/2
	√								7/2
√									8/2

Political Mass Media Program ILOs								ARS
Intellectual Skills								
8/2/2	7/2/2	6/2/2	5/2/2	4/2/2	3/2/2	2/2/2	1/2/2	Intellectual Skills
							√	1/3
						√		2/3
					√			3/3
				√				4/3
			√					5/3
		√						6/3
	√							7/3
√								8/3

Political Mass Media Program ILOs									ARS
Practical and Professional Skills									
9/3/2	8/3/2	7/3/2	6/3/2	5/3/2	4/3/2	3/3/2	2/3/2	1/3/2	Practical and Professional Skills
							√	√	1/4
					√	√			2/4
			√	√					3/4
		√							4/4
√	√								5/4

Political Mass Media Program ILOs								ARS
General and Transferable Skills								
8/4/2	7/4/2	6/4/2	5/4/2	4/4/2	3/4/2	2/4/2	1/4/2	General and Transferable Skills
							√	1/5
						√		2/5
					√			3/5
				√				4/5
			√					5/5
		√						6/5
	√							7/5
√								8/5

Appendix (4): Matrix of Program Aims vs. Program ILO's

Political Mass Media Program ILOs									Political Mass Media Program Aims
Knowledge and Understanding									
9/1/2	8/1/2	7/1/2	6/1/2	5/1/2	4/1/2	3/1/2	2/1/2	1/1/2	
	√				√		√	√	1/1
√	√			√	√				2/1
√	√	√	√						3/1
√			√		√	√			4/1
√			√					√	5/1
						√	√	√	6/1
√	√			√	√				7/1
√		√	√						8/1
					√	√		√	9/1
		√	√		√	√			10/1
√		√		√					11/1
			√					√	12/1
								√	13/1
	√					√			14/1
√							√		15/1
						√			16/1

Political Mass Media Program ILOs								Political Mass Media Program Aims
Intellectual Skills								
8/2/2	7/2/2	6/2/2	5/2/2	4/2/2	3/2/2	2/2/2	1/2/2	
√	√	√					√	1/1
						√		2/1
			√	√				3/1
				√	√			4/1
	√		√	√	√			5/1
					√	√		6/1
				√		√		7/1
	√	√			√			8/1
		√					√	9/1
			√		√			10/1
√	√						√	11/1
				√		√		12/1
√			√					13/1
						√		14/1
	√			√			√	15/1
√		√						16/1

Political Mass Media Program ILOs Practical and Professional Skills									Political Mass Media Program Aims
9/3/2	8/3/2	7/3/2	6/3/2	5/3/2	4/3/2	3/3/2	2/3/2	1/3/2	
	√	√		√			√		1/1
√		√	√			√		√	2/1
		√	√			√	√	√	3/1
√					√	√	√		4/1
	√				√		√	√	5/1
	√	√		√	√		√		6/1
	√	√					√	√	7/1
			√			√	√	√	8/1
		√	√		√			√	9/1
		√	√		√	√		√	10/1
	√			√	√		√		11/1
	√	√		√					12/1
		√					√	√	13/1
√			√		√				14/1
√	√		√				√		15/1
√	√					√			16/1

Political Mass Media Program ILOs General and Transferable Skills								Political Mass Media Program Aims
8/4/2	7/4/2	6/4/2	5/4/2	4/4/2	3/4/2	2/4/2	1/4/2	
	√		√			√		1/1
	√		√	√			√	2/1
√	√				√			3/1
	√	√			√	√		4/1
√	√		√		√			5/1
	√	√			√	√		6/1
√		√		√				7/1
		√	√		√	√		8/1
				√		√		9/1
				√		√		10/1
√					√	√	√	11/1
√	√					√	√	12/1
		√	√			√	√	13/1
√				√	√	√		14/1
√	√	√				√	√	15/1
√	√		√		√		√	16/1

Appendix (5): Matrix of Program ILO's vs. Courses

2.1. Knowledge and Understanding									Course Name	Course Code
2.1.1	2.1.2	2.1.3	2.1.4	2.1.5	2.1.6	2.1.7	2.1.8	2.1.9		
■									Key English Test	KET
■									Preliminary English Test	PET
■	■							■	Introduction to Computer	CSC 101
■			■	■					Human Rights	PSC 110
■									Psychology	PSY 101
■								■	Sociology	SOC 101
■				■	■			■	Environmental Sciences	ENV 101
				■	■	■		■	Scientific Thinking	SCT 101
	■					■	■		Scientific and Report Writing	BIT 310
			■			■			Principles of Law	LAW 100
							■	■	Principles of Economics I (Microeconomics)	ECO 101
		■				■	■	■	Principles of Economics II (Macroeconomics)	ECO 102
■	■							■	Introduction to Mathematics	MTH 101

									Introduction to Mass Media	**PMM 101**
									Introduction to Political Science I	**PSC 101**
									Introduction to Political Science II	**PSC 102**
									Introduction to Public Administration	**PAD 101**
									Introduction to Statistics	**STS 101**
									Economic History of Egypt	**ECO 205**
									Freedom of Information	**PMM 204**
									Society and Politics in Egypt	**PSC 108**
									Modern History of the World: Different Paradigms	**PSC 111**
									Social Justice	**PSC 112**
									Human Resources Management	**PAD 202**
									Theories of Mass Communications	**PMM 201**
									Public Opinion	**PMM 202**
									History of Journalism	**PMM 203**

									Mass Media Law, Religion and Ethics	**PMM 206**
									The Industry and Economics of Media	**PMM 304**
									Public Opinion and Policy Making	**PMM 307**
									Media Governance and Public Diplomacy	**PMM 309**
									Media Practice I (Audio)	**PMM 402**
									News Crafting	**PMM 403**
									Media Practice II (Video)	**PMM 405**
									Debate Moderation	**PMM 404**
									Conducting Interviews: The Art and Science	**PMM 406**
									Opinion, Feature, and Analysis Writing	**PMM 407**
									Editing and Design	**PMM 408**
									Investigative Reporting	**PMM 409**
									Research Methodology	**REM 201**

									Specialized Writing	**REM 302**
									Honor Thesis/Graduation Project	**REM 401**
									Money and Banking	**ECO 202**
									International Economics	**ECO 203**
									Public Policy Analysis	**PAD 301**
									Theory of Comparative Politics	**PSC 200**
									Evolution of Arab and Western Political Thought	**PSC 201**
									International Relations Theory	**PSC 202**
									International Organizations	**PSC 302**
									Content Analysis of Political Discourse	**PSC 310**
									Diplomatic and Consular Systems	**PSC 404**
									Egyptian Foreign Policy	**PSC 406**
									Freedom of Information	**PMM 204**

									Research Techniques for Journalists	**PMM 205**
									Principles of Creative Advertising	**PMM 308**
									Media Socio-Economic Structure	**PMM 310**
									Media, Politics and Society	**PMM 311**
									Mass Media in the Arab World	**PMM 401**
									Running a Media Organization: Management and Finance	**PMM 410**
									Covering Elections Campaigns	**PMM 411**
									Covering Conflicts	**PMM 412**
									Simulations and Internships	**REM 301**

2. 2 Intellectual Skills								Course Name	Course Code
2.2.1.	2.2.2.	2.2.3.	2.3.4.	2.4.5.	2.4.6.	2.4.7	2.4.8		
■								Key English Test	KET
■								Preliminary English Test	PET
■								Introduction to Computer	CSC 101
			■	■			■	Human Rights	PSC 110
■								Psychology	PSY 101
■								Sociology	SOC 101
	■							Environmental Sciences	ENV 101
						■	■	Scientific Thinking	SCT 101
				■	■			Scientific and Report Writing	BIT 310
		■	■	■				Principles of Law	LAW 100
■								Principles of Economics I (Microeconomics)	ECO 101
■								Principles of Economics II (Macroeconomics)	ECO 102
■				■			■	Introduction to Mathematics	MTH 101
						■	■	Introduction to Mass Media	PMM 101
				■	■			Introduction to Political Science I	PSC 101
				■	■			Introduction to Political Science II	PSC 102

								Introduction to Public Administration	**PAD 101**
								Introduction to Statistics	**STS 101**
								Economic History of Egypt	**ECO 205**
								Freedom of Information	**PMM 204**
								Society and Politics in Egypt	**PSC 108**
								Modern History of the World: Different Paradigms	**PSC 111**
								Social Justice	**PSC 112**
								Human Resources Management	**PAD 202**
								Theories of Mass Communications	**PMM 201**
								Public Opinion	**PMM 202**
								History of Journalism	**PMM 203**
								Mass Media Law, Religion and Ethics	**PMM 206**
								The Industry and Economics of Media	**PMM 304**
								Public Opinion and Policy Making	**PMM 307**
								Media Governance and Public Diplomacy	**PMM 309**
								Media Practice I (Audio)	**PMM 402**
								News Crafting	**PMM 403**

								Media Practice II (Video)	**PMM 405**
								Debate Moderation	**PMM 404**
								Conducting Interviews: The Art and Science	**PMM 406**
								Opinion, Feature, and Analysis Writing	**PMM 407**
								Editing and Design	**PMM 408**
								Investigative Reporting	**PMM 409**
								Research Methodology	**REM 201**
								Specialized Writing	**REM 302**
								Honor Thesis/Graduation Project	**REM 401**
								Money and Banking	**ECO 202**
								International Economics	**ECO 203**
								Public Policy Analysis	**PAD 301**
								Theory of Comparative Politics	**PSC 200**
								Evolution of Arab and Western Political Thought	**PSC 201**
								International Relations Theory	**PSC 202**
								International Organizations	**PSC 302**
								Content Analysis of Political Discourse	**PSC 310**
								Diplomatic and Consular Systems	**PSC 404**
								Egyptian Foreign Policy	**PSC 406**
								Freedom of Information	**PMM 204**

	■		■					**Research Techniques for Journalists**	**PMM 205**
■							■	**Principles of Creative Advertising**	**PMM 308**
■								**Media Socio-Economic Structure**	**PMM 310**
■								**Media, Politics and Society**	**PMM 311**
			■					**Mass Media in the Arab World**	**PMM 401**
■								**Running a Media Organization: Management and Finance**	**PMM 410**
					■	■		**Covering Elections Campaigns**	**PMM 411**
	■	■						**Covering Conflicts**	**PMM 412**
	■	■						**Simulations and Internships**	**REM 301**

2.3 Professional and Practical Skills									Course Name	Course Code
2.3.1.	2.3.2.	2.3.3.	2.3.4.	2.3.5.	2.3.6.	2.3.7	2.3.8	2.3.9		
							■	■	Key English Test	KET
							■	■	Preliminary English Test	PET
					■	■			Introduction to Computer	CSC 101
							■	■	Human Rights	PSC 110
■									Psychology	PSY 101
	■								Sociology	SOC 101
							■	■	Environmental Sciences	ENV 101
■	■								Scientific Thinking	SCT 101
		■	■						Scientific and Report Writing	BIT 310
		■			■				Principles of Law	LAW 100
■									Principles of Economics I (Microeconomics)	ECO 101
	■								Principles of Economics II	ECO 102
	■								Introduction to Mathematics	MTH 101
			■	■					Introduction to Mass Media	PMM 101
							■	■	Introduction to Political Science	PSC 101
	■	■	■						Introduction to Political Science	PSC 102
■									Introduction to Public Administration	PAD 101

									Introduction to Statistics	**STS 101**
									Economic History of Egypt	**ECO 205**
									Freedom of Information	**PMM 204**
									Society and Politics in Egypt	**PSC 108**
									Modern History of the World: Different Paradigms	**PSC 111**
									Social Justice	**PSC 112**
									Human Resources Management	**PAD 202**
									Theories of Mass	**PMM 201**
									Public Opinion	**PMM 202**
									History of Journalism	**PMM 203**
									Mass Media Law, Religion and Ethics	**PMM 206**
									The Industry and Economics of Media	**PMM 304**
									Public Opinion and Policy Making	**PMM 307**
									Media Governance and Public Diplomacy	**PMM 309**
									Media Practice I (Audio)	**PMM 402**
									News Crafting	**PMM 403**
									Media Practice II (Video)	**PMM 405**
									Debate Moderation	**PMM 404**

									Conducting Interviews: The Art and Science	**PMM 406**
									Opinion, Feature, and Analysis Writing	**PMM 407**
									Editing and Design	**PMM 408**
									Investigative Reporting	**PMM 409**
									Research Methodology	**REM 201**
									Specialized Writing	**REM 302**
									Honor Thesis/Graduation	**REM 401**
									Money and Banking	**ECO 202**
									International Economics	**ECO 203**
									Public Policy Analysis	**PAD 301**
									Theory of Comparative Politics	**PSC 200**
									Evolution of Arab and Western Political Thought	**PSC 201**
									International Relations Theory	**PSC 202**
									International Organizations	**PSC 302**
									Content Analysis of Political Discourse	**PSC 310**
									Diplomatic and Consular	**PSC 404**
									Egyptian Foreign Policy	**PSC 406**
									Freedom of Information	**PMM 204**
									Research Techniques for	**PMM 205**
									Principles of Creative Advertising	**PMM 308**

									Media Socio-Economic Structure	**PMM 310**
									Media, Politics and Society	**PMM 311**
									Mass Media in the Arab World	**PMM 401**
									Running a Media Organization: Management and Finance	**PMM 410**
									Covering Elections Campaigns	**PMM 411**
									Covering Conflicts	**PMM 412**
									Simulations and Internships	**REM 301**

2. 4 General and Transferable Skills								Course Name	Course Code
2.4.1.	2.4.2.	2.4.3.	2.4.4.	2.4.5.	2.4.6.	2.4.7	2.4.8		
							■	Key English Test	KET
							■	Preliminary English Test	PET
■	■							Introduction to Computer	CSC 101
				■				Human Rights	PSC 110
		■	■		■			Psychology	PSY 101
		■	■					Sociology	SOC 101
				■				Environmental Sciences	ENV 101
	■							Scientific Thinking	SCT 101
	■						■	Scientific and Report Writing	BIT 310
				■		■		Principles of Law	LAW 100
				■		■		Principles of Economics I (Microeconomics)	ECO 101
				■		■		Principles of Economics II (Macroeconomics)	ECO 102
■		■	■					Introduction to Mathematics	MTH 101
						■	■	Introduction to Mass Media	PMM 101
		■	■					Introduction to Political Science I	PSC 101
■	■							Introduction to Political Science II	PSC 102

								Introduction to Public Administration	**PAD 101**
								Introduction to Statistics	**STS 101**
								Economic History of Egypt	**ECO 205**
								Freedom of Information	**PMM 204**
								Society and Politics in Egypt	**PSC 108**
								Modern History of the World: Different Paradigms	**PSC 111**
								Social Justice	**PSC 112**
								Human Resources Management	**PAD 202**
								Theories of Mass Communications	**PMM 201**
								Public Opinion	**PMM 202**
								History of Journalism	**PMM 203**
								Mass Media Law, Religion and Ethics	**PMM 206**
								The Industry and Economics of Media	**PMM 304**
								Public Opinion and Policy Making	**PMM 307**
								Media Governance and Public Diplomacy	**PMM 309**
								Media Practice I (Audio)	**PMM 402**
								News Crafting	**PMM 403**

								Media Practice II (Video)	**PMM 405**
								Debate Moderation	**PMM 404**
								Conducting Interviews: The Art and Science	**PMM 406**
								Opinion, Feature, and Analysis Writing	**PMM 407**
								Editing and Design	**PMM 408**
								Investigative Reporting	**PMM 409**
								Research Methodology	**REM 201**
								Specialized Writing	**REM 302**
								Honor Thesis/Graduation Project	**REM 401**
								Money and Banking	**ECO 202**
								International Economics	**ECO 203**
								Public Policy Analysis	**PAD 301**
								Theory of Comparative Politics	**PSC 200**
								Evolution of Arab and Western Political Thought	**PSC 201**
								International Relations Theory	**PSC 202**
								International Organizations	**PSC 302**
								Content Analysis of Political Discourse	**PSC 310**
								Diplomatic and Consular Systems	**PSC 404**
								Egyptian Foreign Policy	**PSC 406**
								Freedom of Information	**PMM 204**
								Research Techniques for	**PMM 205**

								Principles of Creative Advertising	**PMM 308**
								Media Socio-Economic Structure	**PMM 310**
								Media, Politics and Society	**PMM 311**
								Mass Media in the Arab World	**PMM 401**
								Running a Media Organization: Management and Finance	**PMM 410**
								Covering Elections Campaigns	**PMM 411**
								Covering Conflicts	**PMM 412**
								Simulations and Internships	**REM 301**

Faculty of Economics and Political Science

Political Mass Media

Programs Specifications 2019/ 2020

Collateral Courses

10 Courses

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Economics

1- Basic Information			
Course Level: Sophomore (2nd)	**Course Title**: Money and Banking	**Course Code:** ECO 202	**Prerequisite**: ECO 101/102
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Discussing the importance of money and banking to economic activity on both the national and international level. • Identifying the definition and functions of money, money supply and its determinants, demand for money as well as the use of monetary policy to achieve economic stability with special reference to Egypt as a case study. • Analyzing the evolution of commercial banking, deposit creation, the stock and bonds markets, and the reasons behind world financial crises. • Investigating the relationship between money and banking and Macroeconomic theory, concluding with the importance of money and banking in both international trade and finance.

3- Intended Learning Outcomes:

By the end of the course, students should be able to:

3.1) Knowledge and Understanding:	3.1.1 Outline basic macroeconomic concepts and principles. 3.1.2 Describe the different types of financial markets and the primary financial instruments. 3.1.3 Define macroeconomic principles related to decision making in terms of money and banking such as the interest rate structure, expected rates of return, expected inflation, income and price effects. 3.1.4 Identify the key means by which the economy can affect interest rates and in return the money market

	and the bond market. 3.1.5 Discuss the theoretical foundations and the importance of stock market efficiency. 3.1.6 Explain simple mathematical, verbal and diagrammatic methods of analysis. 3.1.7 Provide alternative policy responses focusing on contemporary macroeconomic policies while always referring back to some specific macroeconomic model.
3.2) Intellectual Skills:	3.2.1 Subdivide different macroeconomic and microeconomic methodological tools into mathematical and diagrammatical methods of analysis to explain issues related to the subject of money and banking. 3.2.2 Analyze the characteristics of the financial system, focusing on the banking sector, the stock market, the bond market, and the FOREX. 3.2.3 Link money and banking with other social branches both economic and non-economic to facilitate the decision making process. 3.2.4 Interpret key macroeconomic principles to various practical and policy issues. 3.2.5 Differentiate between the different types of banks, their activities and the recent trends towards international banking. 3.2.6 Analyze financial crises, being able to identify the main sources and the policies and institutional reforms that have to be adopted to mitigate its adverse effects and prevent reoccurrence. 3.2.7 Contrast different data analysis techniques in analyzing and interpreting international economic phenomenon such prose, tables, and graphs.
3.3) Professional and Practical Skills:	3.3.1 Model calculations of rate of returns of primary financial instruments, present value of stocks and bands, and expected inflation rates. 3.3.2 Investigate monetary policy actions and their impact on the economy. 3.3.3 Apply basic financial evaluations for company performance. 3.3.4 Use both qualitative and quantitative skills in solving economic problems. 3.3.5 Contribute in decision making by acquiring

	important skills in numeracy, literacy, and information processing.
3.4) General and Transferrable Skills:	3.4.1 Experience with conceptual frameworks effective for problem solving and decision making. 3.4.2 Acquire analytical reasoning skills, numeric and clear effective communication skills. 3.4.3 Work under pressure and as part of a team. 3.4.4 Read and analyze financial news and reports including stock market prices, foreign exchange rate prices.

4- Course Content:

	Main Topic	Credit Hours: 3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Tutorial 2 hrs/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	No tutorials in the 1st week	1	3.1.1			
2	Financial System and Money And Understanding interest rate	9 hrs	6 hrs	2-4	3.1.2-3.1.3 3.1.4-3.1.5 3.1.6	3.2.1 3.2.2 3.2.4	3.3.1 3.3.3 3.3.4	-3.4.13.4.2 3.4.3-3.4.4
3	Banking Operations	6 hrs	4 hrs	5-6	3.1.3 3.1.6	3.2.2 3.2.4 3.2.5	3.3.3 3.3.4	
5	Financial Supervisory and Regulatory Framework	6 hrs	4 hrs	7	3.1.6	3.2.2 3.2.4	3.3.2	3.4.3
4	Midterm Exam			8				
6	Money and Monetary Policy	6 hrs	4 hrs	9-11	3.1.6 3.1.7	3.2.1 3.2.3 3.3.4	3.3.2 3.3.4 3.3.5	3.4.1
7	Finance, Growth and Financial	6 hrs	4 hrs	12-13	3.1.1	3.2.1 3.2.6 3.2.7	3.3.4	3.4.4

	Crises							
8	Foreign exchange market	3 hrs	2 hrs	14	3.1.1	3.2.1 3.2.3 3.2.4 3.2.7	3.3.4	3.4.1 3.4.4
9	Final exam			15				
	Total Number of Teaching Weeks: 13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	-3.1.2 3.1.1 -3.1.4 3.1.3 3.1.5- 3.1.6 3.1.7	-3.2.2 3.2.1 -3.1.4 3.2.3 3.2.5 3.2.6 3.2.7		3.4.1 3.4.2
2	Tutorials	√	-3.1.4 3.1.3 3.1.6	3.2.1 3.2.4 3.2.7	3.3.1- 3.3.3 3.3.4- 3.3.5	3.4.3- 3.4.4 3.4.2
3	Practical Lab Sessions	--				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.3	3.2.3	3.3.4	3.4.1- 3.4.3
5	Seminars	--				
6	Case Studies	√		3.2.2 - 3.2.53.2.6		
7	Problem Solving	√	3.1.1- 3.1.4 3.1.7	3.2.4	3.3.4	3.4.1
8	Others (Specify)	--				

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	√	3.1.1-3.1.2 3.1.3-3.1.4 3.1.5-3.1.6	3.2.1-3.2.2 3.2.4-3.2.6			8	30
2	Final Exam	√	3.1.1-3.1.2 3.1.3-3.1.4 3.1.5-3.1.6 3.1.7	3.2.1-3.2.2 3.2.3-3.2.4 3.2.5-3.26. 3.2.7			15	40
3	Quizzes	√	3.1.6	3.2.1 3.2.5	3.3.1			30
4	Assignments	√	3.1.5 3.1.6	3.2.1-3.2.2 3.2.5-3.2.7 3.2.6	3.31 3.3.3 3.3.5	3.4.5		
5	Presentations					3.4.2 3.4.3 3.4.4		
6	Individual Projects							
7	Research and Reporting							
8	Team Work Projects							
9	Practical Exam							
10	Others (Participation)	√	3.1.4 3.1.5	3.2.2 3.2.4	3.3.2	3.4.2 3.4.1		

7- List of Books and References:

Essential Text Books	Mishkin, F. S. (2016). The Economics of Money, Banking and Financial Markets (11th ed.) Essex: Pearson.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Brandl, M. (2016). Money, Banking, Financial Markets and Institutions. Cengage Learning.
Online Web Sites	1- Central Bank of Egypt http://www.cbe.org.eg/en/Pages/default.aspx 2- International Monetary Fund https://www.imf.org/external/index.htm 3- Egyptian Knowledge Bank https://www.ekb.eg/ar
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet	√		
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Doaa Akl Ahmed

Department Head: Dr. Ahmed Salama

Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Economics

1- Basic Information			
Course Level: Sophomore (2nd)	**Course Title**: International Economics	**Course Code:** ECO 203	**Prerequisite**: ECO 101/102
Specialization:			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	This course aims at introducing students with international economics topics, starting with major theories related to International trade like absolute and comparative advantage, to Heckscher–Ohlin trade theory all the way to competitive advantage. It presents the idea of the Balance of Payments. The course also identifies different types of trade barriers and different forms of economic integration. It highlights the most prominent trade agreements. It introduces students to trade related international organizations. In addition, it explores the history and evolution of the International Monetary system and shed the light on the foreign Exchange market.

3- Intended Learning Outcomes:

By the end of the course, students should be able to:

3.1) Knowledge and Understanding:	3.1.1. List the different stages of economic integration and analyze them on different regional integrations like the EU. 3.1.2. Identify the use of international trade theory to explain trade relations between countries.
3.2) Intellectual Skills:	3.2.1 Illustrate the components of the Balance of Payments. 3.2.2 Demonstrate the pros and cons of the different types of exchange rate regimes.
3.3) Professional and Practical Skills:	3.3.1 Apply the stages of the monetary system. 3.3.2 Discriminate between the different exchange rate regimes.

3.4) General and Transferrable Skills:	3.4.1 Enhance creative and critical thinkers. 3.4.2 Experience with conceptual frameworks effective for problem solving and decision making. 3.4.3 Acquire analytical reasoning skills, numeric and clear effective communication skills. 3.4.4 Work under pressure and as part of a team.

4- Course Content:

	Main Topic	Credit Hours: 3 hrs		Week No.	Course ILOs Covered by Topic(by ILO Code)			
		Theoretical 3 hrs/week	Tutorial 2 hrs/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory Lecture and Course Outline	3 hrs	No tutorials in the 1st week	1				3.4.1 3.4.2
2	Trade Theories	6 hrs	6 hrs	2-3	3.1.2			3.4.3
3	Trade Agreements	6 hrs	4 hrs	4-5	3.1.1			3.4.3
4	Trade Barriers	3hr	2 hrs	6	3.1.1			3.4.3
5	Economic Integration	6 hrs	4 hrs	7	3.1.1			3.4.3
6	**Midterm Exam**			8				
7	The Monetary System	6 hrs	4 hrs	9/10			3.3.1	3.4.3
8	The Balance of Payments	6 hrs	4 hrs	11-12		3.2.1		3.4.3
9	Foreign Exchange Regimes	3 hrs	2 hrs	13		3.2.2	3.3.2	3.4.4
	The Forex Market	3hrs	2 hrs	14			3.3.2	3.4.4
	Final Exam			15				
	Total Number of Teaching Weeks: 13							
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 - 3.1.2	3.2.1- 3.2.2		3.4.1- 3.4.2 3.4.3
2	Tutorials	√		3.2.1	3.2.2	3.4.1- 3.4.2 3.4.3
3	Practical Lab Sessions	--				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√				3.4.4
5	Seminars	--				
6	Case Studies	√	3.1.1	3.2.1- 3.2.2	3.3.1- 3.3.	
7	Problem Solving	√				3.4.2
8	Others (Specify)	--				
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	√	√	√			7	30
2	Final Exam	√	√	√			15	40
3	Quizzes	√	√	√				30
4	Assignments	√	√	√	√	√		
5	Presentations							
6	Individual Projects							
7	Research and Reporting							
8	Team Work							

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
	Projects							
9	Practical Exam							
10	Others (Participation)							
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practial / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Salvatore, D. (2013), International Economics, Wiley, San Francisco, (10th ed.).
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Krugman, P. R., Obstfeld, M. Melitz, M. (2017), International Economics: Theory and Policy, Pearson, (10th ed).
Online Web Sites	1- World Bank: https://www.worldbank.org/ 2- International Monetary Fund: https://www.imf.org/external/index.htm 3- World Trade Organization: https://www.wto.org/ 4- Egyptian Knowledge Bank: https://www.ekb.eg/ar
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet	√		
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Doaa Akl Ahmed
Department Head: Dr. Ahmed Salama
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Public Administration

1- Basic Information			
Course Level: Senior (4th)	**Course Title:** Public Policy Analysis	**Course Code:** PAD 301	**Prerequisite**: PAD 101
Specialization: Public Administration			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	This course focuses on the concepts and practices in public policy analysis and its relationship with the relevant and interrelated disciplines. It presents the different phases of policy process. In addition, it sets out the different roles of both official and non-official actors in policy-making. Qualitative and quantitative analytical tools. Through case studies and simulation games, students learn how to apply public policy analysis approach on real-life multifaceted public issues. Students are trained to produce policy papers and policy briefs as these are considered to be effective tools to reach out for policy-makers.

4- Intended Learning Outcomes

By the end of the course the student should be able to:

3.1) Knowledge and Understanding:	3.1.1 Identify public policy-making process. 3.1.2 Define policy issues accurately. 3.1.3 Discuss different state and non-state actors in policymaking. 3.1.4 Explain public policy system.
3.2) Intellectual Skills:	3.2.1 Analyze public policy process rationale. 3.2.2 Criticize policy issues. 3.2.3 Develop creative optimal alternative solutions for policy problems.

3.3) Professional and Practical Skills:	3.3.1 Deal with public policy dynamic environment. 3.3.2 Use different methods and tools to create and analyze policy-relevant information. 3.3.3 Apply a proactive approach to prevent problems. 3.3.4 Engage effectively in policy-making. 3.3.5 Present and weigh conflicting interests. 3.3.6 Make decisions conforming to the political reality
3.4) General and Transferrable Skills:	3.4.1 Communicate effectively in a group. 3.4.2 Contribute in developing structured tools to collect information. 3.4.3 Recognize scientific tools to analyze data. 3.4.4 Provide soft skills through simulation and role playing.

5- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical	Practical		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	N/A	1	3.1.4			
2	Introducing the Policy Process	3 hrs	N/A	2	3.1.1	3.2.1		
3	Elements of the Policy-Making System	3 hrs	N/A	3	3.1.1	3.2.1	3.3.4	3.4.3
4	Role of Official Actors in Public Policy	3 hrs	N/A	4	3.1.3	3.2.2	3.3.1	3.4.3
5	Role of Unofficial Actors in Public Policy	3 hrs	N/A	5	3.1.3	3.2.2	3.3.1	3.4.3
6	Agenda Setting	3 hrs	N/A	6	3.1.1	3.2.1	3.3.4	3.4.1
7	Policy Types, Policy Design and Decisions	3 hrs	N/A	7	3.1.2	3.2.2	3.3.2	3.4.3
8	Midterm Exam			8				

9	Public Policy in International Organizations	3 hrs	N/A	9	3.1.4	3.2.1	3.3.2	3.4.2
10	Policy Implementation	3 hrs	N/A	10	3.1.1	3.2.1	3.3.6	3.4.1
11	Public Oversight and Evaluation	3 hrs	N/A	11	3.2.1	3.2.3	3.3.3	3.4.4
12	Policy Papers	3 hrs	N/A	12	3.1.4	3.2.1	3.3.3	3.4.2
13	Policy Briefs	3 hrs	N/A	13				
14	Policy Advocacy and New Social Media	3 hrs		14				
15	Final exam			15				
	Total Number of Teaching Weeks:12							
******	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

6- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	×	×	×		×
2	Tutorials	-				
3	Practical Lab Sessions	-				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	×	×	×	×	×
5	Seminars	-				
6	Case Studies	×	×	×	×	×
7	Problem Solving	×		×	×	×
8	Others (Specify)					

7- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	×	×			7	30
2	Final Exam	×	×	×			15	40
3	Quizzes	×	×	×	×			*30*
4	Assignments	×	×	×	×	×		
5	Presentations	×	×	×	×	×		
6	Individual Projects							
7	Research and Reporting							
8	Team Work Projects	×	×	×	×	×		
9	Practical Exam							
10	Others (Participation and Attendance)							
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

8- List of Books and References:

Essential Text Books	Thomas Birkland, An Introduction to the Policy Process: Theories, Concepts, and Models of Public Policy Making, 3rd Edition, M.E. Sharpe, 2011.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	William N. Dunn, Public Policy Analysis: An Introduction, 4th Edition, Prentice Hall, 2007.
Online Web Sites	Egyptian Knowledge Bank http://asrt.sci.eg/index.php/ekb FUE E- Library https://www.fue.edu.eg/library/ Cincinnati university library :https://www.libraries.uc.edu/
Others (Specify)	N/A

9- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet	√		
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages	N/A		

10- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Salwa Thabet & Dr. Nahed Arnoos

Department Head: Prof Alia Abdelhamid Morsy Aaref

Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department:

• **Basic Information**			
Course Level: sophomore(2)	**Course Title**: Theory of Comparative Politics	**Course Code:** 200	**Prerequisite**: PSC 101/PSC 102
Specialization:			
Credit Hours: • Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Addressing the prime approaches used today in studying political system; • Providing a thorough understanding of a wide range of concepts associated with the regional, international and domestic political affairs such as state, government systems • Analyzing how different practices by political systems of different natures, can have regional and international influences, in particular the position of the Arab region, while keeping Egypt at the center of attention.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1Define the difference between types of governments and political systems 3.1.2 Discuss theory and practice in different chosen case studies. 3.1.3Identify changes between democracy to non-democratic systems, or the other way around, and why and how they happen.

3.2) Intellectual Skills:	3.2.1 Explain why the political systems of the world's superpowers act in certain situations as they do. 3.2.2 Combine theoretical to practical issues and analyze them. 3.2.3 Analyze substantial regional and international issues and factors such as the current people revolts in different parts of the world, and be able to draw traits and trends 3.2.4 Think of different scenarios, scenario building method, as opposed to those practiced by world leaders and political systems. 3.2.5 Compare between different events and how different political systems or states reacted to them. 3.2.6 Evaluate the performance of regional and international political actors to the Arab Spring, Ukrainian Uprisings and the like.
3.3) Professional and Practical Skills:	3.3.1Relate the different given case studies to regional and other international cases to understand the pro and cons of each experience. 3.3.2Illustrate a relatively strong understanding of current and historical events related to the chosen cases. 3.3.3Analyze how the stance of the Arab revolutions has impacted on regional and international calculations in theory and in practice.
3.4) General and Transferrable Skills:	3.4.1 manage time effectively 3.4.2 communicate with others 3.4.3 work in team

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical 3 hrs/week	Practical		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs		1	3.1.1			
2	-Concepts , Theories and	6 hrs		2-3	3.1.2 3.1.3			3.4.1

	Methods -Theories of Comparative Politics							
3	-Research Designs in Comparative Politics -Regimes, Societies, and Institutions	6 hrs		4-6	3.1.1 3.1.2	3.2.1		
4	Midterm Exam			8	3.1.1 3.1.3	3.2.1 3.2.2		
5	-Party Systems and Electoral Systems. -Actors and Process	6 hrs		7-9	3.1.1	3.2.1 3.2.6		
6	-Social Movements and Revolutions	6 hrs		10-12		3.2.3	3.3.1 3.3.3	3.4.2 3.4.3
7	-Political Communication	3 hrs		13		3.2.2 3.2.3 3.2.4 3.2.5	3.3.1	3.4.2
8	-Comparative session and analytical feedback	3 hrs		14	3.1.2	3.2.1 3.23	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
9	Final exam			15				
	Total Number of Teaching Weeks:12							
******	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By (ILO Code			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	*	*	*		
2	Tutorials	-				
3	Practical Lab Sessions	-				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	*	*	*	*	*
5	Seminars	-				
6	Case Studies	-				
7	Problem Solving	-				
8	Others (Specify)	-				
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills	

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	*	*	*			8	30
2	Final Exam	*	*	*			14-16	40
3	Quizzes		*	*				10
4	Assignments	*	*	*	*	*	3.4.1 3.4.3	10
5	Presentations							
6	Individual Projects							
7	Research and Reporting							

8	Team Work Projects							
9	Practical Exam							
10	Others (Participation)	*	*	*	*	*		10
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Gabriel A. Almond, G. Bingham Powell, Jr., Russell J. Dalton, and Kaare Strøm. Comparative Politics Today: A World View, 2015. (New York: Pearson Longman).
Course Notes	--
Extra Recommended Books	Danielle Caramani, Comparative Politics, Oxford, Oxford University Press, 2014.
Online Web Sites	
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common

knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Prof. Hassan Wageih

Department Head: Prof. Hassan Wageih

Date: 12 July 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Science

Basic Information -1			
Course Level: Sophomore	**Course Title**: Evolution of Arab and Western Political Thought	**Course Code:** PSC 201	**Prerequisite**:
Specialization:			
Credit Hours: Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	Compare and distinguish the main thinkers. ● Analyze the relationship between the classic and modern theories. ● Compose academic argument in the form of a research paper. ● Criticize different theories and argumet ●

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	1 - Identify key concepts in the Arab political thought. 2 - Explain the relationship between politics and ethics: 3- Discuss the state and society, religion, family, social classes, individuals, women and other states.
3.2) Intellectual Skills:	1 - Distinguish between the classic and modern Western and Arab political thought. 2 - Compare the thought of different prominent classical Western and Arab political thinkers
3.3) Professional and Practical Skills:	1 - Demonstrate the difference while writing reports analyzing such Western and Arab political thought. 2 - Develop argumentative skills to employ in an academic environment.
3.4) General and Transferable Skills:	1 - Use critical thinking. 2 - Underline and Develop academic writing skills.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical 3 hrs/week	Practical 1 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	No tutorials the first week	1	3.1.1			
2	Relationships: state, society, religion, family, social classes, individuals, and women.	6 hrs	2 hrs	2-3	3.1.3	3.2.1		
3	Greek political thought	6 hrs	2 hrs	4-6		3.2.1 3.2.2		
4	Modern Western political thought	6 hrs		8				
5	Midterm Exam		2 hrs	7-9			3.3.1 3.3.2	3.1.1 3.1.2
6	Constants and variables in Islamic politics	6 hrs	2 hrs	10-12	3.1.1			
7	Key Arab and Muslim philosophers	3 hrs	1 hr	13	3.1.1 3.1.2			
8	Key politicians in the Islamic Renaissance	3 hrs	1 hr	14	3.1.2			
9	Final exam			15				3.4.1 3.4.2
	Total Number of Teaching Weeks:12							
******	● K.U.: Knowledge and			● P.P.S: Practical/Professional				

	understanding ● I.S.: Intellectual Skills	skills ● G.T.S: General and Transferable Skills

5- Teaching and Learning Methods:

).	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	×	×	×		
2	Tutorials					
3	Practical Lab Sessions					
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	×	×	×	×	×
5	Seminars					
6	Case Studies					
7	Problem Solving	×	×	×	×	×
8	Others (Specify)					
**	**K.U.** :Knowledge and Understanding ● **I.S.** :Intellectual Skills ●			**P.P.S.**: Practical / Professional Skills ● **G.T.S.** : General and Transferable Skills ●		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	×	×			9	30
2	Final Exam	×	×	×			14-16	40
3	Quizzes							
4	Assignments	×	×	×	×	×		
5	Presentations							
6	Individual Projects							
7	Research and Reporting	×	×	×	×	×		
8	Teamwork							

	Projects							
9	Practical Exam							
10	Others (Participation)	×				×		
**	**K.U.** :Knowledge and Understanding ● **I.S.** :Intellectual Skills ●			**P.P.S.**: Practical / Professional Skills ● **G.T.S.** : General and Transferable Skills ●				

7- List of Books and References:

Essential Textbooks	Ibn Taymiyyah, The Political Shariyah on Reforming the Ruler, Dar ul Fiqh UK, 2000.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Anouar Abdel-Malek, Contemporary Arab Political Thought, Zed Books Ltd, 1984.
Online Web Sites	Egybank
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	**Lecture**	**Lab**	**Admin**
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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professor.
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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Prof. Hassan Wageih
Department Head: Prof. Hassan Wageih
Date: 12 July 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department:

1- Basic Information			
Course Level: Sophomore	**Course Title**: International Relations Theory	**Course Code:** PSC 202	**Prerequisite**: PSC 101/PSC 102
Specialization: Political Science			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	The course aims at: • Becoming aware of the modern theories of international relations • Comprehending and analyzing the domestic and international factors affecting international political and economic relations.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1 Define the contemporary IR theories and the historical factors which gave rise to them, such as realism, liberalism and others . 3.1.2 Interpret current international events and relate them to the theories . 3.1.3 Identify the importance and structures of international organizations.
3.2) Intellectual Skills:	3.2.1 Deepen the knowledge of international relations and interactions of states. 3.2.2 Emphasize on understanding the challenges faced by the international community in the political and economic fields.
3.3) Professional and Practical Skills:	3.3.1 Relate the historical events and IR theories to contemporary international issues such as the Great Power Competition, or the current events in the Middle East.

	3.3.2 Employ the gained knowledge in the analysis of a variety of case studies. 3.3.3 Illustrate the art of research and use of methodologies in essay writing.
3.4) General and Transferrable Skills:	3.4.1 Construct logical arguments about IR theories and events, with evidence to support the argument. 3.4.2 Evaluate the sources of international news and their credibility.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical 3 hrs/week	Practical N/A		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs		1	3.1.1	3.2.1	3.3.1	
2	Realist theories - part 1	3 hrs		2	3.1.1	3.2.1	3.3.1	3.4.1
3	Realist theories - part 2	3 hrs		3	3.1.2	3.2.2	3.3.2	3.4.1
4	Realist theories - part 3 + Liberal Theories Part 1	6 hrs		4-5	3.1.1	3.2.1	3.3.1	3.4.1
5	Liberal Theories Part 2	3 hrs		6	3.1.2	3.2.2	3.3.2	3.4.1
6	Midterm Exam			8				
7	Social theories - part 1	6 hrs		7-9	3.1.1	3.2.1	3.3.1	3.4.1
8	Social theories - part 2	3 hrs		10	3.1.2	3.2.2	3.3.2	3.4.1
9	International conflict – part 1	3 hrs		11	3.1.2	3.2.2	3.3.2	3.4.2

10	International conflict – part 2 + International law, organizations and human rights – part 1	6 hrs		12-13	3.1.3	3.2.1	3.3.1	3.4.2
11	International law, organizations and human rights – part 2	3 hrs		14	3.1.3	3.2.1	3.3.1	3.4.2
12	Final exam			15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	×	×	×		×
2	Tutorials	×	×	×	×	×
3	Practical Lab Sessions					
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	×	×	×	×	×
5	Seminars					
6	Case Studies	×	×	×	×	×
7	Problem Solving					
8	Others (Specify)					
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	×	×			8	30
2	Final Exam	×	×	×			15-16	40
3	Quizzes	×	×	×			3	5
4	Assignments	×	×	×	×	×	2-9	4
5	Presentations	×	×	×		×	6	5
6	Individual Projects							
7	Research and Reporting	×	×	×	×	×	13	5
8	Team Work Projects	×	×	×	×	×	12	5
9	Practical Exam							
10	Others (Participation)	×				×		6
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Joshua S. Goldstein and Jon C. Pevehouse, International Relations (Ninth Edition), Pearson, New York, 2010.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	N/A
Online Web Sites	N/A
Others (Specify)	John Bew, The Real Origins of Realpolitik, The National Interest, March/April 2014, (40-52).

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		

Facility	Lecture	Lab	Admin
Data-Show	√		
Laser Pointer	√		
Internet	√		
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Softwre Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Rania El Sebaie
Department Head: Prof. Hassan Wageih.
Date: 12 July 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification

2019/2020

Future University in Egypt

Faculty of Economics and Political Science

Department: Political Science

1- Basic Information			
Course Level: Junior (3rd)	**Course Title**: International Organizations	**Course Code:** PSC 302	**Prerequisite**: PSC 101/ PSC 102
Specialization: Political Science			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	The course aims at: • Becoming aware of the goals and functions of important international and regional organizations. • Comprehending and analyzing crucial challenges facing global governance and the effect of Great Power competition on the future of international organizations.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1	Define the historical and structural traits of international and regional institutions, such as the United Nations, the IMF, the World Bank, the European Union, the Arab League, the African Union and others .
	3.1.2	Grasp the current issues and challenges facing the international and regional organizations, such as; military conflicts, economic cooperation, revolutionary change, and others .
	3.1.3	Identify the future challenges facing global governance, like the future of Great Power competition, economic slowdown and environmental deterioration
3.2) Intellectual Skills:	3.2.1	Select the different methodologies and critical way of thinking.
	3.2.2	Compare and contrast the structures and functions of the international organizations.

	3.2.3	Analyze the challenges faced by the international and regional institutions in Egypt, and abroad.
3.3) Professional and Practical Skills:	3.3.1 3.3.2 3.3.3	Explore the historical events and foundation of each international organization. Apply the gained knowledge in the analysis of a variety of international, regional, political and economic case studies. Use the different research techniques and methodologies in essay writing .
3.4) General and Transferrable Skills:	3.4.1 3.4.2	Construct logical arguments about the role of international organizations in current global challenges. Evaluate the sources of international news and their credibility.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical 3 hrs/week	Practical 1 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	N/A	1	3.1.1			3.4.1
2	The Global and Regional Governance	3 hrs			3.1.2		3.3.1	3.4.1
3	The UN and Its Specialized Agencies	9 hrs	N/A	3-6	3.1.2	3.2	3.3.2	3.4.1
4	Midterm Exam			8				
5	The IMF and World Bank part	6 hrs	N/A	7-9	3.1.2	3.2	3.3.2	3.4.1
6	The European Union	6 hrs	N/A	10	3.1.2	3.2.1	3.3.2	3.4.1
7	The Arab League	6 hrs	N/A	11	3.1.2	3.2	3.3.2	3.4.1

8	The African Union	3 hrs	N/A	12	3.1.2	3.2	3.3.2	3.4.1
9	The Future of Global Governance	3 hrs	N/A	13	3.1.2	3.2.1	3.3.2	3.4.1
10	Students' Presentations	3 hrs	N/A	14	3.1.3	3.2.1	3.3.3	3.4.1/3.4.2
11	Final exam		N/A	15	3.1.1/3.1.2	3.2.2/ 3.2.3	3.3.2	3.4.1
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	×	×	×		×
2	Tutorials					
3	Practical Lab Sessions					
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	×	×	×	×	×
5	Seminars	×	×	×	×	×
6	Case Studies	×	×	×	×	×
7	Problem Solving					
8	Others (Specify)					
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	×	×			8	30
2	Final Exam	×	×	×			14-16	40
3	Quizzes							
4	Assignments	×	×	×	×	×	5/7/12	10
5	Presentations							
6	Individual Projects							
7	Research and Reporting	×	×	×	×	×	14	15
8	Team Work Projects							
9	Practical Exam							
10	Others (Participation)	×				×	1-14	5%
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Margaret P. Karns and Karen A. Mingst, International Organizations: The Politics and Process of Global Governance, 2nd Edition, Lynne Rienner Publishers, 2013.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Clive Archer, International Organizations,Third Edition, Routledge, Oxon, 2001.
Online Web Sites	
Others (Academic Journal)	Toben Beck Jorgensen and Ditte-Lene Sorensen, Codes of Good Governance: National or Global Public Values? Public Integrity, Vol. 15, No. 1, Winter 2012, (71-95).

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Prof. Hassan Wageih

Department Head: Prof. Hassan Wageih

Date: 12 July 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Science

1- Basic Information			
Course Level: Junior (3rd)	**Course Title**: Content Analysis of Political Discourse	**Course Code:** PSC 310	**Prerequisite**: REM 201/ PSC 101/ PSC 102/ PMM 101
Specialization: political mass media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	The course aims at: • Providing the methodological tools of political discourse analysis. • Introducing the different levels of political discourse analysis as well as the different quantitative and qualitative tools of analysis. • Identifying the context of the discursive formation of models and concepts, levels of analysis, methods and conventions used. • Knowing some models sociosemiotic and discursive / textual analysis and its implications in the study of the processes of production and language comprehension. • Analyzing written or oral samples discourse using any of the models study.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1 Review theoretical basis of different approaches in political discourse analysis through analyzing the different literature. 3.1.2 Discuss the official and non-official political discourse.
3.2) Intellectual Skills:	3.2.1 Analyze the different types political discourse. 3.2.2 Examine new techniques of political discourse analysis.

	3.2.3	Connect the different expressions in analyzing the political discourse
3.3) Professional and Practical Skills:	3.3.1 3.3.2	Formulate and draft the political speeches constructively. Develop the critical thinking skills.
3.4) General and Transferrable Skills:	3.4.1 3.4.2	Strength the oral and Writing skills. Develop the choice of words and expressions.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical 3 hrs/week	Practical 1 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	N/A	1	3.1.1			
	Introduction to Discourse and Discourse Analysis Concept(s) of discourse From contents to constructions of meaning	3 hrs	N/A	2-3	3.1			3.4.2
	Theory and interpretation	6 hrs		4-5	3.1.1	3.2.1	3.3.2	
2	Language and Power	3 hrs	N/A	6	3.1.2	3.2.2		
3	Midterm Exam		N/A	7	3.1	3.2	3.3	3.4.2
4	Discussions on Samples of Political Discourse	6 hrs	N/A	8-9	3.1.2	3.2.1		
5	Descriptive Statistics	3 hrs	N/A	10	3.1.1		3.3.2	
6	Speech and Writing Text	3 hrs	N/A	11		3.2.2	3.3.1	3.4.2
7	Body language in Political Discourse	3 hrs	N/A	12	3.1.2			3.4.1
8	Discourse and Culture	3 hrs	N/A	13	3.1.1	3.2.1	3.3.2	3.4.2
9	Simulation on students' Speeches	3 hrs	N/A	14	3.1.2	3.2	3.3.1	3.4.1
10	Final exam		N/A	15	3.1	3.2	3.3	3.4.2
	Total Number of Teaching Weeks:13							
******	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills				• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	×	×	×		×
2	Tutorials					
3	Practical Lab Sessions					
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	×	×	×	×	×
5	Seminars					
6	Case Studies	×	×	×	×	×
7	Problem Solving					
8	Others (Specify)					
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week (s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	×	×			8	30
2	Final Exam	×	×	×			15	40
3	Quizzes							
4	Assignments							
5	Presentations	×	×	×	×	×	14	10
6	Individual Projects							
7	Research and Reporting	×	×	×	×	×	13	15
8	Team Work Projects							

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week (s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
9	Practical Exam							
10	Others (Participation)	×				×		5
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Meriel Bloor and Thomas Bloor, The Practice of Critical Discourse Analysis: an Introduction, Routledge, New York, 2007.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	• Laheghi, A Critical Discourse Analysis Of Political Ideology And Control Factors In News Translation, Theory & Practice In Language Studies Vol 2.No.12, 2012. • Rebecca Rogers, An Introduction to Critical Discourse Analysis in Education, Mahwah, NJ, Lawrence Erlbaum, 2004.
Online Web Sites	
Others (Scientific Journals)	• Patricia L Dunmire, Political Discourse Analysis: Exploring the Language of Politics and the Politics of Language, Language & Linguistics Compass, Vol 6.No 11, 2012. • Van Dijk Teun, Discourse as Social Interaction. Discourse Studies: A Multidisciplinary Introduction.Vol. 2, Sage, 1997

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√

Facility	Lecture	Lab	Admin
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Prof. Hassan Wagieh
Department Head: Prof. Hassan Wagieh
Date: 12 July 2019

Course Specification

2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Science

1-Basic Information			
Course Level: Fourth	Course Title: Diplomatic and Consular Systems	Course Code: PSC 404	Prerequisite: PSC 302
Specialization: Political Science		Number of Modules: 3	Tutorial: N/A
Credit Hours:	3	Lecture: 3 hrs/ week	Office Hours: 1 hr/week

2-Specialized Information

2.1) Course Aim	The course aims at: • Identifying the practical and legal rules governing the activity of diplomatic missions, consular offices, permanent missions at international organizations and other forms of international relations. • Explaining the Vienna Conventions that regulate the diplomatic and consular functions and structures. • Distinguishing between particular forms of institution that represent states and international organizations in their mutual relations.

3-Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1 Outline the historical developments in the field of diplomacy. 3.1.2 Discuss the legal conditions under which the foreign representatives live and work in the host country.
3.2)Intellectual Skills:	3.2.1 Asses the validity and effectiveness of the operation of diplomacy in specific areas and international conflicts.

	3.2.2 Distinguish between the different functions of the members of the diplomatic missions.
3.3)Professional and Practical Skills:	3.3.1 Locate and use sources for credible information. 3.3.2 Develop an understanding of the mechanisms through which diplomacy work in international organizations.
3.4) General and Transferrable Skills:	3.4.1 Develop self-learning skills. 3.4.2 Gain confidence and knowledge on how to work towards solutions. 3.4.3 Demonstrate knowledge effectively through presentation

4-Course Content

Topic	Week	Lecture Hours
1. Introduction: Overview of the Course Requirements & Syllabus	1	3
2. The Role of Diplomacy and Consular Activities in International Society	2- 3	6
3. Institutional Development of Diplomatic Relations	4-5	6
4. Antiquity, Middle Ages and Modern Times' Contributions to Diplomatic and Consular Relations. Congresses of Vienna and Aix-la- Chapelle. Multilateral Diplomacy - Origin and Development	6	6
5. Codification of Modern Diplomatic and Consular Law after World War II	7	3
Mid Term Exam	8	
6. Domestic and Foreign Organs of the State Dealing with International Relations	9-12	6
7. Vienna Convention on the Representation of States in their Relations with International Organizations of Universal Character	13	3
8. Papers Presentation	14	3
Final Exam	15	

5-Teaching and Learning Methods:	• Demonstration videos • Presentation • Simulations • Debates • Group discussion • Research Paper

6- Teaching and Learning Methods for Students with Limited Abilities:	• Demonstration videos • Presentation • Simulations • Debates • Group discussion • Research Paper

7-Student Assessment

7.1) Evaluation Methods	• Class participation: To assess knowledge and understanding and intellectual skills. • Midterm Exam: To assess to assess knowledge and understanding and intellectual skills. • Quizzes and self-study: To assess theoretical background of the intellectual and practical skills. • Final Exam: To assess knowledge and intellectual skills.
7.2) Schedule:	• Midterm Exam: 8 Week • Final Exam: 15 Week
7.3) Grade Distribution	• Final Exam (40%) • Midterm Exam(s) (30%) • Course Work (30%) (Attendance, Participation, Assignments, Quizzes, Research Paper…) • Total (100%)

8-List of Books and References

8.1) Required Textbooks:	R. Barston, Modern Diplomacy, 3rd Edition, Longman, 2006.
8.2) Handouts:	
8.3) Additional Readings:	• Henry Kissinger, Diplomacy, Simon & Schuster, New York, 1995. • United Nations, Vienna Convention on Consular Relations in 1963, 2005, Available at: http://legal.un.org/ilc/texts/instruments/english/conventions/9_2_1963.pdf • United Nations, Vienna Convention on Diplomatic Relations in 1961, Apr. 1961, Available at: http://www.state.gov/documents/organization/17843.pdf
8.4) Scientific Journals, Bulletins, etc….	

9-Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor. *Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.* Refer to the instructor for more information about how to avoid plagiarism.

10-Required Facilities:	• Computer equipped with projector • White board • Moodle • Smart board

Course Instructor: Dr. Noha Bakr

Department Head: Prof. Hassan Wagieh

Date: 12 July 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Science

1- Basic Information			
Course Level: Senior	**Course Title**: Egyptian Foreign Policy	**Course Code:** PSC 406	**Prerequisite**: PSC 101/ PSC 102
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	The course aims at: • Learning the history of Egyptian international relations. • Understanding the Egyptian foreign policy decision making process, on the individual, domestic, international and global levels, with case studies from Egyptian history. • Illuminating the change and the continuity in Egyptian policies and policymaking. • Providing with the background and the perspective required to understand contemporary issues and future challenges for Egyptian foreign policy.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1 Define the processes and institutions relevant to foreign policymaking in Egypt. 3.1.2 Discuss competing theories of international relations that relate to Egypt foreign policy as well as specific theories foreign policymaking, and explain how these theories help us understand Egyptian foreign policy
3.2) Intellectual Skills:	1) Evaluate reports expressing their views and analyses. 2) Use contemporary case studies to highlight the dynamics and complexities of foreign policy.

	3) Deduce the role leaders' play in foreign policy decision-making.
3.3) Professional and Practical Skills:	1) Discover the history and evolution of Egyptian foreign policy, the political and bureaucratic actors involved, the major frameworks for analyzing foreign policy decisions and the public sources of foreign policy. 2) Illustrate the historical development of Egypt foreign policy, including key historical events that have shaped and were shaped by Egypt foreign policy, and apply this historical context to contemporary issues in Egypt foreign policy.
3.4) General and Transferrable Skills:	1) Explain the Egyptian foreign policy decisions, on the individual, domestic, international and global levels and apply them to the latest news, and analyze current events and forecast possible future decisions in Egyptian foreign policy using the tools that they have learned in this course. 2) Support theoretical principles from international relations and foreign policy analysis to explain and understand why Egypt created and implemented specific foreign policy decisions.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic(by ILO Code)**			
		Theoretical 3 hrs/week	Practical N/A		K.U.	I.S.	P.P.S.	G.T.S.
1	A Historical Background: General Overview	3 hrs		1	3.1.1		3.3.1	
2	Determinants of Egyptian Foreign Policy	3 hrs		2	3.1.1		3.3.1	3.4.1
3	Phases of Egyptian Foreign Policy	12 hrs		3-6	3.1.2		3.3.2	3.4.1

4	Midterm Exam			8				
5	Egyptian Foreign Policy toward Key Middle East Players	12 hrs		7-11	3.1.2	3.2.2	3.3.2	3.4.2
6	Moving Forward: The Direction of Egyptian Regional Foreign Policy	9 hrs		12-14	3.1.2	3.2.2/3	3.3.2	3.4.2
7	Final exam			15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	×	×	×		×
2	Tutorials					
3	Practical Lab Sessions					
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	×	×	×	×	×
5	Seminars					
6	Case Studies	×	×	×	×	×
7	Problem Solving					
8	Others (Specify)					
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	×	×			7	30
2	Final Exam	×	×	×			15-16	40
3	Quizzes	×	×	×			3	5
4	Assignments	×	×	×	×	×	2-5	10
5	Presentations							
6	Individual Projects							
7	Research and Reporting	×	×	×	×	×	13	10
8	Team Work Projects							
9	Practical Exam							
10	Others (Participation)	×				×		5
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	N/A
Handouts	Abdul-Monem Al-Mashat ,The Regional Foreign Policy of Egypt: The Necessity of Moderation (Under Publication).
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	
Online Web Sites	Egybank
Others (Specify)	Chen Tianshe, Four Points toward the Understanding of Egypt's Foreign Relations, Journal of Middle Eastern and Islamic Studies (in Asia), Vol. 5, No. 1, 2011.

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Alaa El-Hadidi
Department Head: Prof. Hassan Wageih.
Date: 12 July 2019

Faculty of Economics and Political Science

Political Mass Media

Programs Specifications 2019/ 2020

Compulsory Courses

19 Courses

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Sophomore – 2nd	**Course Title**: Mass Media Law, Religion and Ethics	**Course Code:** PMM 206	**Prerequisite**: Law 100
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Investigate the dilemmas faced by media professionals in terms of law, ethics and personal beliefs. • Evaluate case studies where the public's right to know conflicts with invasion of privacy. • Provide training for making journalistic decisions using ethical decision-making models. • Analyze the role of the entertainment media in creating communities of discourse. • Explore how media frames ethical issues, moral dilemmas, spirituality and the religious imagination.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify key concepts in media law such as prior restraint, defamation, copyright, obscenity, indecency, and journalistic privilege. 3.1.2- Recall the historical and philosophical evolution of the First Amendment. 3.1.3- Discuss the copyright laws of using visuals and electronic media.
3.2) Intellectual Skills:	3.2.1- Compare local, regional and global media laws and ethical standards. 3.2.2- Analyze the effects of media law on social responsibility.
3.3) Professional and Practical Skills:	3.3.1- Judge articles to determine whether they are illegal, unethical or unprofessional. 3.3.2- Criticize their work and that of others from religious, legal and ethical perspectives. 3.3.3- Apply media law and ethics in practices of mass communication.

	3.3.4- Employ ethical decision-making models.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2	3.3.1	3.4.2 3.4.4
2	Code of Ethics locally, regionally and in the Western World.	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.4
3	Media laws, locally, regionally and in the Western World	3 hrs	-	3	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
4	Freedom of expression	3 hrs		4	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	The truth: Moral and religious duty	3 hrs		5	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.4	3.4.2 3.4.3
6	Media Law and Ethics: Four Genres of Jurisdiction.	3 hrs	-	6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
7	Conflict of values	3 hrs	-	7	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
8	Midterm Exam			8				
9	Privacy issues: Ethical, legal and religious dimensions	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.4
10	Confidentiality: Ethical, legal and religious dimensions	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.4
11	Social Diversity and Media Stereotyping	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4

12	Conflict of interest and economic pressures	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
13	Human Rights and International Law for Journalists	3 hrs	-	13	3.4.1 3.4.2 3.4.4	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
14	Media and the Construction of the Religious Public Sphere.	3 hrs	-	14	3.4.1 3.4.2 3.4.4	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
15	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•		• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	**I.S.**	**P.P.S.**	**G.T.S.**
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
5	Presentations		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
6	Individual Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Tim Crook, *Comparative Media Law and Ethics*, Routledge, 2010
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Extra Recommended Books	Stewart Hoover, Knut Lundby, *Rethinking Media, Religion, and Culture*, Sage Publications, 1997
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Yasser Abdel Aziz
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Media and Shaping Public Opinion	**Course Code:** PMM 301	**Prerequisite**: PMM 202
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Evaluate how new and traditional media affect public opinion formation • Measure published story biases and their effect on the public • Compare strategies of how the media affects the public and how the public affect the media

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Define public opinion 3.1.2- Identify the sources of public opinion
3.2) Intellectual Skills:	3.2.1- Compare the effects of traditional media and new media on public opinion formation 3.2.2- Illustrate the effect of media on political socialization 3.2.3- Measure the effects that public opinion polls have on the public
3.3) Professional and Practical Skills:	3.3.1- Inspect the nature of media and its role in democracy 3.3.2- Evaluate how political campaigns affect public opinion
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory Lecture and Course Outline	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.4
2	What is Public Opinion?	3 hrs	-	2	3.1.1 3.1.2	3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
3	Sources of Opinions	3 hrs	-	3	3.1.1 3.1.2	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
4	Characteristics of public opinion formation	3 hrs		4	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Effects of traditional media on public opinion formation	3 hrs		5	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			6				
7	Effects of new media on public opinion formation	3 hrs	-	7-8	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
8	Political Socialization in the media	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2
9	Effects of publishing public opinion poll results	3 hrs	-	10-11	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
10	Understanding the nature of media and democracy	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
11	Media influence on opinion and behavior	3 hrs	-	13	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4
12	Political campaigns’	3 hrs	-	14	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4

	effects on public opinion							
13	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3		3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2	3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Holtz-Bacha, Christina, and Jesper Strömbäck. *Opinion Polls and the Media: Reflecting and Shaping Public Opinion*, Palgrave Macmillan, 2012.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Maxwell McCombs. *Setting the Agenda: The Mass Media and Public Opinion*. Cambridge: Polity, 2006. Slavko Splichal. *Public Opinion: Developments and Controversies in the Twentieth Century*. Lanham, MD: Rowman & Littlefield, 1999. John Gray Geer, *Public Opinion and Polling around the World: A Historical Encyclopedia*. Santa Barbara, CA: ABC-CLIO, 2004. *Public Opinion and Campaign Finance: A Skeptical Look at Senator McCain's Claims*. Washington, D.C.: Cato Institute, 2003.
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Abeer Shousha
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Theories of Mass Communication	**Course Code:** PMM 201	**Prerequisite**: PMM 101
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Explain the main mass communication theories. • Recall the history of media theories in relation to the technological developments. • Apply theories under study. • Compare powerful effects theories with minimalist effects theories. • Analyze theories under study within the context of different forms of mass media.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Identify communication models.
	3.1.2-	Recall the history of mass media and its effect on the media theories
	3.1.3-	Explain theories of mass communication
3.2) Intellectual Skills:	3.2.1-	Analyze the effect of mass media on the community.
	3.2.2-	Distinguish various issues in relation to mass communication theories.
	3.2.3-	Compare mass communication theory paradigms.
3.3) Professional and Practical Skills:	3.3.1-	Apply mass communication theory applications in research.
	3.3.2-	Employ scientific research methods
	3.3.3-	Interpret research data results.
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet in researching and writing their assignments
	3.4.2-	Work in a team environment while doing group assignments and presentations
	3.4.3-	Translate to and from other languages if they found material written in Arabic or other language.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.3
2	Understanding and Evaluating Mass Communication Theory	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	Normative Theories of Mass Communication	3 hrs	-	3-4	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3	3.4.2 3.4.3
4	Media Effect on Society Theories	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	Media Society and Culture Theory	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Discussing final project: brainstorming and outlining	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
8	Cultivation Theory	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
9	Knowledge Gap Theory	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Media Dependency Theory	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3
11	Media and Audiences: Theories about the Role of Media in Everyday Life	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	Trends in Mass Communication Theory: Seeking Consensus, Facing Challenges	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

	• I.S.: Intellectual Skills		

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3	6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3	15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
			3.1.2	3.2.3	3.3.3	3.4.3		
5	Presentations		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
6	Individual Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Barran, Stanley and Dennis Davis. (2015) *Mass Communication Theory: Foundation, Ferment and Future* (7th Ed.) Cengage Learning: Stamford
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Griffin, E. (2003) *A First Look at Communication Theory* (5th ed) McGraw Hill: New York
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			

Facility	Lecture	Lab	Admin
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Rasha El-Ibiary
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Sophomore – 2nd	**Course Title**: Public Opinion	**Course Code:** PMM 202 – PMM 407	**Prerequisite**: PMM 101
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	the course aims to study: • theories of public opinion formation • public opinion research techniques • historical and contemporary political scenes • the effect of media forms on public opinion • public opinion is expressed in different public spheres, how it affected by culture, and how it impacts the governance • forces that shape public attitudes • culture of working in teamwork • public opinion is affected by culture • public opinion impacts the governance

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify basic concepts of public opinion 3.1.2- Discuss theories of public opinion formation 3.1.3- Identify forces that shape public attitudes
3.2) Intellectual Skills:	3.2.1- Assess historical and contemporary political scenes 3.2.2- Inspect how the media developments affect public opinion formation 3.2.3- Compare how public opinion is expressed in different public spheres
3.3) Professional and Practical Skills:	3.3.1- Conduct public opinion research 3.3.2- Conduct a critical evaluation of public opinion case studies
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in Public Opinion research

	3.4.2- Work in a team environment in researching and analyzing PO 3.4.3- Translate to and from other languages.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.3
2	The Meaning of Public Opinion	3 hrs	-	2-3	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	The History of Public opinion	3 hrs	-	4-5	3.1.3	3.2.1	3.3.1 3.3.2 3	3.4.2 3.4.3
4	Methods for studying Public Opinion	3 hrs		6-7	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1	3.4.1 3.4.2 3.4.3
5	Midterm Exam			8				
6	Discussing final project: brainstorming and outlining	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
7	Public Opinion and Democratic theory	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1	3.4.2
8	Public Opinion and Policymaking	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
9	Mass Media Campaigning and Public Opinion	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2	3.4.2 3.4.3
10	Presentation Skils and Public Opinion Research	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2	3.4.1 3.4.2 3.4.3
11	Presentations	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2	3.4.1 3.4.2 3.4.3
12	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
5	Presentations		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
6	Individual Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Carroll J. Glynn and Susan Herbst. Public Opinion. Third Edition. Westview, 2015.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Walter Lippman, Public Opinion, Greenbook Publications, 2010 Andrew Perrin. "Social Theory and Public Opinion." *Annual Review of Sociology* 37 (2011). *JSTOR* Other references: Vincent Price, Communication Concepts 4: Public Opinion, Sage Publications, California, 1992 John Gray Geer, et al., Gateways to Democracy: An Introduction to American Government. Boston, MA: Wadsworth Cengage Learning, 2012 Glasow, Priscilla, Fundamentals of Survey Research Methodology, MITRE Washington C3 Center, Virginia 2005
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

External Reviewers: University of Cincinnati and Dr. Bassiouny Hamada

Course Instructor: Dr. Rasha El-Ibiary
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Sophomore – 2rd	**Course Title**: History of Journalism	**Course Code:** 203	**Prerequisite**: PMM 101
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• The role of print media and its function in society. • the developments in the role of journalists. • Provide knowledge of the social, cultural, political and economic contexts on print media development. • Demonstrate the historical context that forms the role o local and global media.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Recall the history of journalism.
	3.1.2-	Identify diverse groups in a global society in relationship to journalism.
	3.1.3-	Describe the evolving role of the journalist.
	3.1.4-	Identify the development in news story formats.
3.2) Intellectual Skills:	3.2.1-	Analyze how print journalism came to value fact over fiction in reportage.
	3.2.2-	Evaluate the impact of new media on the print media industry.
	3.2.3-	Compare the development of print media systems in different countries.
3.3) Professional and Practical Skills:	3.3.1-	Apply research techniques for rating the effect of print media on readers.
	3.3.2-	Illustrate the effect of global print media on the public.
	3.3.3-	Demonstrate the effect of social, cultural, political and economic contexts on print media development
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet in researching and writing the project.
	3.4.2-	Work in a team environment.
	3.4.3-	Translate to and from other languages.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.3
2	Development of the Newspaper From Yellow Journalism to responsible journalism	3 hrs	-	2	3.1.2 3.1.3 3.1.4	3.2.2	3.3.1	3.4.2 3.4.3
3	Unifying and decentering in modern journalism	3 hrs	-	3-4	3.1.3 3.1.4	3.2.1	3.3.1 3.3.2 3.3.3	3.4.2 3.4.3
4	Witness-ambassador Stunt Journalism Early years of Liberation	3 hrs		5-6	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	Global case studies	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Discussing final project: brainstorming and outlining	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
8	New Media and Journalism	3 hrs	-	10	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
9	From the facts to the intimacy of violence	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Newspaper and Magazine Industries	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3
11	Development of Soft News	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	Developments in the role of a journalist	3 hrs		14	3.1.1 3.1.2 3.1.4	3.2.1 3.2.3	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•		• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3 3.1.4	3.2.2 3.2.3	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1	3.2.1	3.3.1	3.4.1		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
			3.1.2 3.1.4	3.2.2 3.2.3	3.3.2 3.3.3	3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Geraldine Muhlmann, *Political History of Journalism,* Polity Press, 2008
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	M. Socolow, "'We Should Make Money on Our News': The Problem of Profitability in Network Broadcast Journalism History." Journalism 11.6 (2010): 675-91 Andrew Pettegree, The Invention of News: How the World Came to Know about Itself. Yale University Press 2014. Goodwin, Doris Kearns. The Bully Pulpit: Theodore Roosevelt, William Howard Taft, and the Golden Age of Journalism. Simon & Schuster 2013 Andie Tucher, "Teaching Journalism History To Journalists." *Journalism Practice*5.5. 2011
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: The Industry and Economics of the Media	**Course Code:** PMM 304	**Prerequisite**: PMM 101/ ECO 101/ ECO 102
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Analyze the effects of media ownership on media messages • Compare profit and ideology-oriented media forms • Predict the effects that external funding has on media organization • Estimate the effect of advertising on media messages

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Explain the consumerist principles 3.1.2- Identify components of the media industry
3.2) Intellectual Skills:	3.2.1- Analyze how consumerist principles affect media structure 3.2.2- Distinguish who benefits form media ownership structures and government policies
3.3) Professional and Practical Skills:	3.3.1- Apply social justice and principles of democracy 3.3.2- Analyze current events in the media from an economical perspective
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.4
2	New Media	3 hrs	-	2	3.1.1 3.1.2	3.2.2	3.3.1 3.3.2	3.4.2 3.4.4
3	Media management	3 hrs	-	3	3.1.1 3.1.2	3.2.1	3.3.1 3.3.2	3.4.2 3.4.3
4	How are power, wealth and knowledge related	3 hrs		4-5	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.1 3.4.2 3.4.3
5	How is culture produced by the media owners	3 hrs		6	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			7				
7	How organizations reach the masses	3 hrs	-	8-9	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
8	How are certain agendas pushed forward in the media Case Studies	3 hrs	-	10-11	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2
9	Who benefits from media structures and government policies? Case studies	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.4
10	Understanding the Political-Economy Approach	3 hrs	-	13-14	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2	3.4.2 3.4.4
15	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2	3.2.2 3.2.3	3.3.1	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
						3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	John Allen, *The Twenty-First Century Media Industry: Economic and Managerial Implications in the Age of New Media*, Lexington Books, 2010
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Alan Albarran, Sylvia Chan-Olmsted, and Michael Wirth. *Handbook of Media Management and Economics*. Mahwah, NJ: L. Erlbaum Associates, 2006. Lawrence Souder, "Who Owns the News Makes the News." *Journal of Mass Media Ethics* 24.2-3, 2009
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√

Facility	Lecture	Lab	Admin
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Measuring Public Opinion	**Course Code:** PMM 306	**Prerequisite**: PMM 202
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Explain different public opinion research methodologies. • Explore the public opinion research process in terms of issue selection criteria, methodology application and the results dissemination. • Evaluate the effect of cultural and technological determinants o public opinion research approaches. • Apply ethical and professional values of conducting public opinion research. • Investigate the effects of question wording and order on survey results. • Work in teams.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify the process of conducting public opinion polls. 3.1.2- Explain cultural and technological conditions affect public opinion research.
3.2) Intellectual Skills:	3.2.1- Interpret opinion poll results. 3.2.2- Judge the effectiveness of opinion polls. 3.2.3- Assess the impact of the ruling regimes on the freedom of research and press. 3.2.4- Evaluate public opinion research processes in terms of issue selection criteria, methodology application and result's dissemination.
3.3) Professional and Practical Skills:	3.3.1- Conduct accurate opinion polls. 3.3.2- Conduct interviews and focus groups. 3.3.3- Apply ethical and professional values of conducting public opinion research. 3.3.4- Prepare effective public opinion surveys.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in surveying public opinion 3.4.2- Design and apply the opinion polls in a team environment.

	3.4.3- Translate to and from other languages.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1	3.4.2 3.4.3
2	What is Public Opinion?	3 hrs	-	2	3.1.2	3.2.2 3.2.3 3.2.4	3.3.1	3.4.2 3.4.3
3	Measuring Public Opinion Practical: Developing a research plan	3 hrs	-	3-4	3.1.1 3.1.2	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
4	Practical: Writing and conducting public opinion survey	3 hrs		5-6	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
5	Organizing Public Opinion Party identification Ideology Workshop: Using Minitab	3 hrs		7	3.1.1 3.1.2	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
6	Midterm Exam			8				
7	Sources of Public Opinion: Political Socialization	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
8	The Mass Media and Public Opinion	3 hrs	-	10	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.3.4	3.4.2
9	Practical: measuring the effect of media on public opinion	3 hrs	-	11	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
10	Practical: presenting public opinion research results	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.2 3.3.3	3.4.2 3.4.3

11	Public Opinion Today Practical: analyzing public opinion research results	3 hrs		13	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	Case Studies: People Speak up and Government Reacts	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.3.4	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.2	3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Todd Shaefer, Russell Brooker; Public Opinion in the 21st Century: Let the People Speak? Cengage Learning, 2005 George H. Gallup, A Guide to Public Opinion Polls, Princeton University Press, 1948
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Extra Recommended Books	Herbert Asher, Polling and the Public: What Every citizen Should Know, Washington DC: CQ Press, 2010 Rene Brink, Agnieszka Rusinowska," Measuring Power and Satisfaction in Societies with Opinion Leaders: Dictator and Opinion Leader Properties," Homo Oeconomicus, 28, 1/2, pp. 161-185, 2011
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Audio Reporting	**Course Code:** PMM 402	**Prerequisite**: REM 101 and PMM 101
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Understand the features of radio as a mass medium • Write radio scripts • Conduct interviews • Use the audio mixer and editing software • Narrate clearly • Compare audio reporting techniques

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify audio reporting techniques 3.1.2- Explain the characteristics of radio as a mass medium
3.2) Intellectual Skills:	3.2.1- Select appropriate guests for the report. 3.2.2- Evaluate the effectiveness of audio reports. 3.2.3- Analyze the effect of audio reports on the listeners.
3.3) Professional and Practical Skills:	3.3.1- Practice professional audio interviews. 3.3.2- Employ narration techniques. 3.3.3- Create audio reports using different formats such as field reporting, commentaries and narrative pieces. 3.3.4- Employ interviewing skills 3.3.5- Practice voice training 3.3.6- Operate audio mixers
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.4
2	Writing for Broadcast	3 hrs	-	2	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
3	Editing a Story	3 hrs	-	3	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
4	Field Reporting	3 hrs		4	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
5	Reading on the Air	3 hrs		5	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.6	3.4.2 3.4.3
6	Midterm Exam			6				
7	Hosting	3 hrs	-	7	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
8	Booking and Choosing Guests	3 hrs	-	8	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.5 3.3.6	3.4.2
9	Audio Interviewing	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
10	Program Production	3 hrs	-	10-11	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.6	3.4.2 3.4.4
11	Commentaries	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
12	Story Telling and Narration Skills	3 hrs	-	13	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
13	Studio Directing Revision	3 hrs	-	14	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
14	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							

**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3		3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Jonathan Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, Chicago: University Of Chicago Press, 2008
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Extra Recommended Books	John Biewen, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, 2010. William S. Harvey, "Strategies for conducting elite interviews," Qualitative Research, 11, 4, 2011
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: News Crafting	**Course Code:** PMM 403	**Prerequisite**: PMM 206 and PMM 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Write different types of leads • Write different formats of hard news stories • Select sources who are relevant to the story • Write objective news reports • Evaluate and edit their work and that of others • Abide by ethical and legal standards

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Discuss the diversity of audiences 3.1.2- Identify different styles of leads 3.1.3- Recall elements of newsworthiness
3.2) Intellectual Skills:	3.2.1- Evaluate biases in news coverage. 3.2.2- Deduce the effect of news stories on the public 3.2.3- Select between primary, secondary and governmental sources relevant to a news story
3.3) Professional and Practical Skills:	3.3.1- Report objectively and professionally. 3.3.2- Edit news reports according to the Associated Press Style. 3.3.3- Apply media law, ethics and principles of freedom of the press 3.3.4- Apply concepts and theories in the use and presentation of images and information 3.3.5- Employ different news formats. 3.3.6- Meet deadlines
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in researching for news stories 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
2	Newsworthiness Elements of a news story Practical: evaluating articles for newsworthiness	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
3	Types of News Reports	3 hrs	-	3-4	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
4	Writing the Lead and its Different Styles Practical: writing up different types of leads	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	Source selection, evaluation and interview techniques Practical: selecting potential interviewees and writing up the interview questions evaluating articles for balance in using sources	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Adjusting to a Style-book (Associated Press)	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
8	News-story formats Practical: writing up a news story	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2

9	The Magic of the Picture: How to Select it?	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	News Bias	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3
11	Editing Practical: peer editing	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
12	Follow Up Stories	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills		

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
				• **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Carole Rich, *Writing and Reporting News: A Coaching Method*, Connecticut: Cengage Learning, 2012
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Norm Goldstein, *The Associated Press Stylebook and Briefing on Media Law*, Massachusetts: Basic Books, 2002.
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Debate Moderation	**Course Code:** PMM 404	**Prerequisite**: PMM 206 and PMM 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Moderate debates professionally and ethically. • Control biases while moderating a debate • Focus on the camera locations while presenting • Plan debates from selecting a controversial topic and researching about it, to inviting the relevant guests • Manage a debate in terms of time and space allocated for each participant.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Describe moderation techniques.
	3.1.2-	Identify the role of a talk-show moderator.
	3.1.3-	Discuss guest's non-verbal communication messages.
3.2) Intellectual Skills:	3.2.1-	Assess guests' responses.
	3.2.2-	Estimate the effect of the debate on the guests.
	3.2.3-	Measure the effects of the debate on the public
3.3) Professional and Practical Skills:	3.3.1-	Set up the debate location.
	3.3.2-	Formulate professional questions.
	3.3.3-	Select relevant guests.
	3.3.4-	Present effective openings and closings.
	3.3.5-	Practice objective debate moderation.
	3.3.6-	Manage the debate.
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet in researching and writing their assignments
	3.4.2-	Work in a team environment while doing group assignments and presentations
	3.4.3-	Translate to and from other languages if they found material written in Arabic or other language.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
2	Choosing the Debate Topic	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	Guest Selection	3 hrs	-	3-4	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
4	Location Selection	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	Planning Introduction and Closing	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Preparing Questions and Avoiding Biases	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
8	Moderation Techniques Work Shop	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
9	Presidential Debates	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Practical Application	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
11	Handling VIPs	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	Final exam			14				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills	•		• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
			3.1.2	3.2.3	3.3.3	3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Alan Schroeder, Presidential Debates, New York: Columbia University Press, 2000
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Bozell Brent and Tim Graham, Collusion: How the Media Stole the 2012 Election, New York: Broadside Books, 2013 Julie Manga, Talking Trash: The Cultural Politics of Daytime TV Talk Shows, New York: New York University Press, 2003
Online Web Sites	Knowledge Bank Library of the University of Cincinnati

Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Documentary Making and Photojournalism	**Course Code:** PMM 405	**Prerequisite**: PMM 206/ PMM 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Understand the role of visual communication. • Shoot and edit videos, as well as still photographs. • Apply script-writing and photo-essay techniques. • Use editing software. • Critique photojournalistic pieces and documentaries.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Discuss the professional usage of still and video cameras. 3.1.2- Identify the effect of visuals on the audience of a mass media message.
3.2) Intellectual Skills:	3.2.1- Select project topics relevant to the target audience. 3.2.2- Evaluate the work of others. 3.2.3- Analyze the effect of the produced work on the public.
3.3) Professional and Practical Skills:	3.3.1- Create a short documentary. 3.3.2- Design a photojournalistic article. 3.3.3- Apply documentary interviewing techniques. 3.3.4- Use still and video cameras. 3.3.5- Design effective visual communication messages. 3.3.6- Apply media law and ethics in the production of visual communication messages.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.4
2	History of photography	3 hrs	-	2	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.2 3.4.4
3	Stories Behind World's Most Famous and Best Pictures	3 hrs	-	3	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
4	Characteristics of a Good Photo: What and How to Shoot	3 hrs		4	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
5	Photography Techniques Workshop I (Camera)	3 hrs		5	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
6	Photography Techniques Workshop II (Layout and Design)	3 hrs	-	6	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
7	Documentary and Equipment Overview	3 hrs	-	7	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.6	3.4.2
8	Midterm Exam			8	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	
9	Characteristics of Great Documentaries	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.2 3.3.3 3.3.4 3.3.6	3.4.2 3.4.4
10	Documentary Interviewing Techniques	3 hrs	-	10	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.2 3.4.4

							3.3.6	
11	Editing Overview (Work-in-progress Screening I)	3 hrs	-	11	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
12	Documentary Structure	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.6	3.4.1 3.4.2 3.4.4
13	Graphics and Sound Design (Work-in-progress Screening II)	3 hrs	-	13	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
14	Group Critique of the Work-in-progress	3 hrs	-	14	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
15	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3		3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
6	Case Studies	√	3.1.1		3.3.1	3.4.1

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
			3.1.3	3.2.2 3.2.3	3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	×			3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6			

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Kenneth Kobre, Photojournalism: The Professionals' Approach, Oxford: Focal Press, 6th Ed, 2008 Dorothy Fadiman, Producing with Passion: Making Films That Change the World, California: Michael Wiese Productions, 2008
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Kenneth Kobre, Video-journalism: Multimedia Storytelling, Oxford: Focal Press, 2012
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Ahmed El-Saadani
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Conducting Interviews: The Art and Science	**Course Code:** PMM 406	**Prerequisite**: PMM 206 and PMM 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Apply professional standards in conducting interviews. • Produce audio and video interviews • Prepare questions and modify them throughout the interview • Effectively manage interviews

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Discuss the impact of different interview factors on audience's impressions
	3.1.2-	Identify the psychological state of the interviewee
	3.1.3-	Describe the types of interviews
3.2) Intellectual Skills:	3.2.1-	Select sources based on their relevance to the story
	3.2.2-	Plan interviews based on guest's biography
	3.2.3-	Evaluate the credibility of sources
3.3) Professional and Practical Skills:	3.3.1-	Address the objectively of work questions
	3.3.2-	Practice professional interviewing skills
	3.3.3-	Use professional measures in handling quotes out of an interview
	3.3.4-	Identify question types and their uses
3.4) General and Transferrable Skills:	3.4.1-	Use Networking Skills
	3.4.2-	Use computers and the Internet in researching and writing their assignments
	3.4.3-	Work in a team environment while doing group assignments and presentations
	3.4.4-	Translate to and from other languages if they found material written in Arabic or other language.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline Definition of Interviewing Types of Interviews	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.3 3.4.4
2	Basic Interviewing Skills	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	Selecting Guests and Reaching Them	3 hrs	-	3-4	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3 3.4.4
4	Structuring the Interview: Planning, Guests' Bio, and Opening Techniques	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
5	Structuring the Interview: Body of the Interview and Closing the Interview	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2 3.3.4	3.4.2 3.4.3
6	Midterm Exam			8				
7	Handling Difficult Situations	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
8	Types of Questions and Their Uses	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.2
9	Production Techniques for Written Interviews	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.4	3.4.2 3.4.3
10	Video Interviews: Dealing with Camera and Guest	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.2 3.4.3 3.4.4
11	Audio Interviews: Studio Recording Techniques and Remarks	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
12	Interviewer's Biases and	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3

	Impact on Audience							3.4.4
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.3 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1	3.2.1	3.3.1	3.4.1		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
			3.1.2	3.2.2 3.2.3	3.3.2 3.3.3	3.4.2 3.4.3 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Martin Perlich, The Art of the Interview, California: Silman-James Press, 2007.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Erica Huls, Jasper Varwijk, "Political Bias in TV Interviews," Discourse & Society, 22, 1, 2011 Åsa Kroon Lundell, Mats Ekström, "'Interview Bites' in Television News Production and Presentation," Journalism Practice, 4, 4, 2010
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Opinion, Feature and Analysis Writing	**Course Code:** PMM 407	**Prerequisite**: PMM 206, PMM 403
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Write clearly, concisely and correctly. • Explain the difference between hard news and soft news. • Plan, research, write and edit soft news stories. • Market a soft news story to the freelance market. • Think critically, creatively and independently. • Convey the differences between writing an opinion, a feature and an analysis piece.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Identify the different forms of soft news.
	3.1.2-	Discuss the difference between academic and journalism writing.
3.2) Intellectual Skills:	3.2.1-	Select soft news stories that are of public interest
	3.2.2-	Analyze the effect of feature stories on the sources used and on the public.
	3.2.3-	Prepare interview questions and modify them throughout the interview.
3.3) Professional and Practical Skills:	3.3.1-	Propose a story to an editor
	3.3.2-	Collect quotations and information for feature pieces.
	3.3.3-	Practice writing effective leads
	3.3.4-	Construct strong arguments.
	3.3.5-	Practice editing techniques.
	3.3.6-	Manage time effectively to produce news stories within deadlines.
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet.
	3.4.2-	Work in a team environment.
	3.4.3-	Translate to and from other languages.
	3.4.4-	Apply practical and professional problem solving

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus, Feature writing Criticizing and correcting feature leads	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.4
2	Types of Feature stories, Coming up with story ideas, Planning feature stories.	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.4
3	Planning feature stories.	3 hrs	-	3	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3	3.4.2 3.4.3
4	Dividing the class into groups, each group writes a plan for a feature story to apply as a major project.	3 hrs		4-5	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
5	Revising and criticizing the plan, Presenting the plan for the feature story	3 hrs		6	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
6	Class Exercises on writing Feature leads.	3 hrs	-	7	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
7	Difference between opinion and Feature, Writing the basic opinion article	3 hrs	-	8	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2
8	**Midterm**			9				
9	Different types of Opinion articles: Editorial, Columns. Opinion article, Reaction or Response Article.	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
10	Class Exercises on columns writing	3 hrs		11-12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4

							3.3.5 3.3.6	
11	Class Exercises on longer opinion articles	3 hrs		13	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
12	Blog Entry vs. Opinion Piece,			14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
13	Final exam			15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.4
2	Tutorials	N/A				
3	Applied Sessions	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills		

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
				• **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Bender, J.R. et al. *Reporting for the Media*, International Ninth Edition, Oxford University Press, 2010

Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Lisa Price, Jonathan Price, *Hot Text: Web Writing that Works*, California: New Riders, 2002
Online Web Sites	Michael Arkus, "Writing Tips: The Basics," Initiative for Policy Dialogue, June 22, 2010 Available at: http://policydialogue.org/files/publications/Writing_TipsThe_Basics.pdf Donald M. Murray, Writing for Your Readers: Notes on the Writer's Craft from the Boston Globe, Globe Pequot Pr, 1992 Graham Watts, "Writing Tips II: Dos and Don'ts," Initiative for Policy Dialogue, June 22, 2010. Available at: http://policydialogue.org/files/publications/Writing_Tips_II.pdf
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Rasha El-Ibiary
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: In the Editor's Seat	**Course Code:** PMM 408	**Prerequisite**: PMM 206
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Edit for broadcast, print and web media forms. • Set the agenda according to ethical considerations and current conditions. • Conduct macro and mico editing. • Write headlines and captions. • Select visuals to be used with news stories. • Apply concepts and theories of visual communication. • Evaluate the work of others in terms of professionalism and ethical implications.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Discuss the responsibilities and tasks of an editor. 3.1.2- Describe the roles of editors and journalists. 3.1.3- Identify the difference between macro and micro editing.
3.2) Intellectual Skills:	3.2.1- Test the editorial proves. 3.2.2- Assess importance and relevance of stories to the target audience. 3.2.3- Plan the layout or newspapers and newscasts.
3.3) Professional and Practical Skills:	3.3.1- Apply AP style in editing. 3.3.2- Use editing symbols in providing feedback. 3.3.3- Practice professional leadership skills in dealing with difficult situations between editors and writers/correspondents. 3.3.4- Employ macro and micro editing techniques. 3.3.5- Manage a newsroom.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in researching and writing their assignments 3.4.2- Work in a team environment while doing group assignments and presentations 3.4.3- Translate to and from other languages if they found material written in Arabic or other language.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.3
2	The Hierarchal Structure of Media Organizations	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1 3.3.4 3.3.5	3.4.2 3.4.3
3	Role and Responsibilities of an Editor	3 hrs	-	3-4	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.2 3.4.3
4	Finding Angles of Coverage and pitching	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	The Editor-Writer Relationship	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2 3.3.4 3.3.5	3.4.2 3.4.3
6	Midterm Exam			8				
7	Using Stylebooks	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
8	Macro Editing	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5	3.4.2
9	Micro Editing	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Writing headlines and Captions	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4 3.3.5	3.4.2 3.4.3
11	Selecting visuals	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	Copyrights Issues and Handling Difficult Situations	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills				• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
					3.3.5			
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Brian Brooks, James Pinson, Workbook for The Art of Editing in the Age of Convergence, 9th Ed., New Jersey, Pearson, 2008
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Norm Goldstein, The Associated Press Stylebook and Briefing on Media Law, Massachusetts: Basic Books, 2002 Irene Hammerich, Claire Harrison, Developing Online Content: The Principles of Writing and Editing for the Web, John Wiley & Sons, 2002
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Miral AlAshry
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Investigative Reporting	**Course Code:** PMM 409	**Prerequisite**: REM 201/ PMM 403
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Employ concepts and techniques of investigative reporting through writing and editing. • Apply research skills in acquiring and utilizing primary and secondary sources, as well as official records. • Evaluate ethical and legal considerations faced in investigative reporting. • Write correctly, clearly and concisely to specified target readers. • Seek opportunities for publishing articles. • Conduct interviews on sensitive issues.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify investigative reporting techniques. 3.1.2- Explain the impact that the published information has on your sources.
3.2) Intellectual Skills:	3.2.1- Locate relevant and newsworthy issues for the target audience. 3.2.2- Evaluate stories for balance and objectivity. 3.2.3- Assess other's work for style, format and balance. 3.2.4- Estimate the impact of investigative report on the public.
3.3) Professional and Practical Skills:	3.3.1- Collect information from relevant primary and secondary sources as well as governmental resources. 3.3.2- Practice AP style. 3.3.3- Apply different storytelling techniques. 3.3.4- Experiment with small group collaboration in a team-reporting approach. 3.3.5- Prepare a journalistic work plan under pressure. 3.3.6- Apply media laws and ethics in investigative reporting.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages.

	3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus AP style re-cap	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
2	Secondary and governmental sources	3 hrs	-	2	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
3	Primary sources and interviewing techniques	3 hrs	-	3-4	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
4	Legal and ethical values	3 hrs		5	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3
5	Story formats	3 hrs		6-7	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.3
6	Midterm Exam			6				
7	Photography	3 hrs	-	7	3.1.1 3.1.2	3.2.1 3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
8	Editing and evaluating the work of others	3 hrs	-	8-9	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.5 3.3.6	3.4.2
9	Crowdsourcing and transparency	3 hrs	-	10-11	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.3 3.3.4 3.3.5 3.3.6	3.4.2 3.4.4
10	Beat-based Investigations.	3 hrs	-	12-13	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.6	3.4.2 3.4.4
11	Going online	3 hrs	-	14	3.1.1	3.2.1	3.3.1	3.4.1

					3.1.2	3.2.2 3.2.3 3.2.4	3.3.5 3.3.6	3.4.2 3.4.4
12	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4		3.4.2 3.4.4
2	Tutorials	N/A				
3	Applied Sessions	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.5 3.3.6	
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.6	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.3.4	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
				3.2.3 3.2.4				
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.6	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	×		3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.5 3.3.6			
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.4 3.3.5 3.3.6	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	David Spark, *Investigative Reporting: A Study in Technique*, CRC Press, 2012
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Herbert Gans, "News & the News Media in the Digital Age: Implications for Democracy." *Daedalus* 139.2, On the Future of News (2010): 8-17.*JSTOR* Anya Schiffrin, and Anya Schiffrin. *Global Muckraking: 100 Years of Investigative Journalism from around the World*. N.p.: Perseus Distribution Services, 2014
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Rasha Elabri
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Science/ Economics/ Public Administration/ Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Research Methodology	**Course Code:** REM 201	**Prerequisite**:
Specialization: Department of Political Science/ Economics/ Public Administration/ Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Introduce the different methodological tools that needed to diagnose the political, economic, and social issue. • Develop the research and scientific thinking of students. • Enhance the writing skills. • Teach the citation and integrating ideas. • Learn how to write a research proposal. • Develop the research and learn how to write an academic research paper.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Identify complex research issues to communicate their scientific results clearly for peer review.
	3.1.2-	Describe the scientific and methodological tools.
3.2) Intellectual Skills:	3.2.1-	Critically evaluate current research and propose possible alternate directions for further work.
	3.2.2-	Develop hypothesis and methodology for research.
3.3) Professional and Practical Skills:	3.3.1-	Create academic proposal and research paper.
	3.3.2-	Apply the academic methods on the any political, economic, social issues or any case study.
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet.
	3.4.2-	Work in a team environment.
	3.4.3-	Translate to and from other languages.
	3.4.4-	Understand the process of Methodological knowledge and technical know-how.
	3.4.5-	Gain confidence and know how to work towards solutions.
	3.4.6-	Develop writing, oral, teamwork and leadership skills

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction: Overview of the Course Requirements & Syllabus What is research?	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.4
2	Introduction to research methodologies	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.4
3	Proposal Steps	3 hrs	-	3	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3	3.4.2 3.4.3
4	Introduction and Research Problem	3 hrs		4-5	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	Research Hypothesis	3 hrs		6	3.1.1 3.1.3	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Research Methods and Approaches	3 hrs	-	7-8	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
8	**Midterm**	1.5 hrs		9				
9	Tools of Analysis: Quantitative and Qualitative Tools	3 hrs	-	10-11	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.4
10	Citations and References APA Style	3 hrs		12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.4
11	Complete Proposal	3 hrs		13	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3	3.4.1 3.4.2 3.4.4
12	Presentations of Proposals	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
13	Final exam	2 hrs		15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•		• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.4
2	Tutorials	N/A				
3	applied Sessions	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			9	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			14-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Somekh, Bridget and Cathy Lewin, *Research Methods in Social Sciences: A Guide for Students and Researcher*, Sage Publications Ltd, 2004.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Keith F. Punch, *Introduction to Social Research: Qualitative and Quantitative Approaches*, Sage Publications, London, 2013.
Online Web Sites	Knowledge Bank University of Cincinnati Library
Others (Specify)	FEPS FUE Manual: Steps of research Proposal. FEPS FUE Manual: Steps of Research Paper.

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Rasha El-Ibiary
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Specialized Writing	**Course Code:** REM 302	**Prerequisite**: REM 201
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Address various writing modes and mechanisms that are best suitable for the message intended to evoke, nationally, regionally and internationally; • Comprehend the need to master and how to master different modes of writing according to the respective workplace, culture and audience; • Provide a sufficient application range in order to master both language and application methods of writing techniques for specialization fields such as economic reports, political analysis research, field studies memo, and the like.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Define the differences between various text writing, their pros and cons based on diverse situations. 3.1.2- Discuss the method is best used for the identified purpose and audience. 3.1.3- Identify the needs every research field has in order to choose a method or a combination or methods to research and write.
3.2) Intellectual Skills:	3.2.1- Combine different writing modes on the same topic to illustrate an opinion from different angles and using various techniques. 3.2.2- Choose the needs of the market place with respect to the up-to-date writing techniques in order to stay ahead and attract more audience and build a profound ground for your ideas.

	3.2.3- Select the best writing modes which are more suitable for certain audiences and topics rather than others.
3.3) Professional and Practical Skills:	3.3.1- Relate between current affairs in the field chosen, and the best writing methods. 3.3.2- Employ academic knowledge and practice into writing various forms of texts. 3.3.3- Illustrate a profound understanding of the techniques and tricks best used to shed light on the prime message intended behind the text written.
3.4) General and Transferrable Skills:	3.4.1- Use new techniques in order to always stay ahead in terms of writing abilities. 3.4.2- Use translation from topic to others. 3.4.3- Work in a team group.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1	3.4.2 3.4.3
2	Differences between academic and different forms of professional writing	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	Memos and Report Writing	3 hrs	-	3-4	3.1.3	3.2.1	3.3.1 3.3.2 3.3.3	3.4.2 3.4.3
4	Review Writing	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
5	Composing and Editing	3 hrs		7	3.1.1	3.2.1	3.3.1 3.3.2	3.4.2 3.4.3

					3.1.3	3.2.3		
6	Midterm Exam			8				
7	Editing and Composition	3 hrs	-	9-10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
9	CV writing and Cover Letter	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Letters and Correspondence	3 hrs	-	12-13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3
11	Abstracts and Summaries	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	Final exam			14				
	Total Number of Teaching Weeks:12							
***	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills				• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3	15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Handouts provided by the instructor on Moodle
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Joyce Kupsh and Rhonda Rhodes. Report Writing: A Survival Guide, The Foundation for Any Report. Xlibris, 2015 Anne Eisenberg. Effective Technical Communication, Second Edition. McGraw Hill International Editions, 1993 Carrie Hannigan (et. al.), Kaplan Technical Writing: A Comprehensive Resource for Technical Writers at All Levels, 2nd Ed., Kaplan Publishing, New York, 2010. Darrel Christian, Sally Jacobsen and David Minthorn, The Associated Press Stylebook a Briefing on Media Law, Basic Books, New York:2009
Online Web Sites	Knowledge Bank Library of the University of Cincinnati

Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Rasha El-Ibiary
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Public Opinion and Policy Making	**Course Code:** PMM 307	**Prerequisite**: PAD 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Compare normative and empirical models of policy making. • Investigate the effects of public opinion on policy making • Inspect cases where policy making affects public opinion • Examine challenges facing the democracy-building process in various countries • Evaluate the impact of citizen media on public opinion and public policy

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Discuss the relationship between policy making and public opinion 3.1.2- Explain policy making models 3.1.3- Identify the public sphere in various areas
3.2) Intellectual Skills:	3.2.1- Analyze the relationship between media-ownership, public opinion and policy making 3.2.2- Describe the process of media regulation around the world 3.2.3- Compare the role of media in democratic countries with its role in other countries 3.2.4- Assess the public sphere in different regions
3.3) Professional and Practical Skills:	3.3.1- Employ policy making models to develop existing media forms 3.3.2- Demonstrate how policies affect the democracy building process
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in researching about public opinion and policymaking 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
2	Public Opinion and Public Sphere	3 hrs	-	2	3.1.2 3.1.3	3.2.2 3.2.3 3.2.4	3.3.1	3.4.2 3.4.3
3	The Public Opinion and Policy Making Complex Relationship	3 hrs	-	3-4	3.1.3	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3
4	Public Opinion as a Factor in the Policy Making Process	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Knowing your People: What Policy Makers Know about their People?	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Discussing final project: brainstorming and outlining	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
8	Policy Makers' Tools in Shaping Public Opinion	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2
9	The Complete Cycle: Media, Public Opinion, and Public Policy	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Government-owned vs. Private Media Organizations: How Influential?	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2	3.4.2 3.4.3
11	Relationships: Interest Groups, Media, and Policy Makers	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.2	3.4.1 3.4.2 3.4.3
12	Media's Impact on Public Policy in Democracies and Dictatorships	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3	3.3.2	3.4.1 3.4.2 3.4.3
13	Final exam			15				

	Total Number of Teaching Weeks:12		
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills	•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3 3.2.4	3.3.1	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
				3.2.3				
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	David Protess and Maxwell E. McCombs, Agenda Setting: Readings on Media, Public Opinion, and Policymaking, New Jersey: Routledge, 1991.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Brandice Canes-Wrone, Who Leads Whom? Presidents, Policy, and the Public, Chicago University of Chicago Press, 2005 Pawson, Ray and Geoff Wong, Public Opinion and Policy-making, Social Policy & Administration, 2013 Lynn Kirby, Public Opinion and Policy-making: The Pollster as Presidential Advisor, Ph.D. Dissertation, Georgetown University, 2002
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Science/ Economics/ Public Administration/ Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Honor Thesis	**Course Code:** REM 401	**Prerequisite**: REM 201 / REM 302
Specialization: Department of Political Science/ Economics/ Public Administration/ Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Draw the relationship between using quantitative and qualitative methods in the same and different research topics. • Address the most appropriate and feasible data gathering techniques to evoke the message intended from the research. • Become at ease with respect to using and being exposed to different forms of information. • Construct an academic research up to the national, regional and international level.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Define different ways of conducting quantitative and qualitative research.
	3.1.2-	Discuss the need to combine methods for the purpose of a more comprehensive research.
	3.1.3-	Identify the needs of the surrounding community as well as the regional and international current affairs, based on which to choose the gap to fill using the research.
3.2) Intellectual Skills:	3.2.1-	Combine theoretical and practical skills in the analysis of the honor thesis.
	3.2.2-	Explore new analytical methods to maximize the outcome of the honor thesis and the learned courses throughout the previous academic years.
	3.2.3-	Analyze and construct new ideas, as well as expressing one's stand point methodologically and academically.

3.3) Professional and Practical Skills:	3.3.1- Relate to previously conducted research in the desired field of interest and define the intended gap to fill. 3.3.2- Apply academic knowledge in a respective field of research or a trans-disciplinary perspective and sharpen the chosen idea or topic using that knowledge. 3.3.3- Illustrate the ability to use various data gathering techniques and analytical tools to pool knowledge and get the optimal academically profound research possible under the given circumstances.
3.4) General and Transferrable Skills:	3.4.1- Think of mechanisms to elaborate on ideas critically and constructively. 3.4.2- Evaluate the different stages of conducting the honor thesis and their needs. 3.4.3- Compare chosen topic to other similar researches conducted nationally, regionally and internationally to sharpen the edge of the honor thesis.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction: Overview of the Course Requirements & Syllabus What is research?	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
2	Quantitative and Qualitative Data Gathering Techniques	3 hrs	-	2	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
3	How to relate the Chosen Methodology to the Data Gathering Technique	3 hrs	-	3	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
4	First Round of Proposals for Discussion and Rework	3 hrs		4-5	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Field research: Dos and Don'ts	3 hrs		6	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3

6	Follow Up	3 hrs	-	7	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
7	Midterm	1.5 hr		8	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
8	Follow Up	3 hrs		9-10	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
9	Follow Up	3 hrs	-	11	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
10	Exchange of Experiences between Students	3 hrs		12-13	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
11	Exchange of Experiences between Students	3 hrs		14	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
12	**Final Exam**	**2 hrs**		15	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills			• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3		3.4.1 3.4.2 3.4.3
2	Tutorials	N/A				
3	applied Sessions	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
6	Case Studies	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3			9	30
2	Final Exam	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3			14-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Pat Bazeley, Qualitative Data Analysis: Practical Strategies, Sage Publications, London, 2013.
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Keith F. Punch, Introduction to Social Research: Qualitative and Quantitative Approaches, Sage Publications, London, 2013.
Online Web Sites	Knowledge Bank University of Cincinnati Library
Others (Specify)	FEPS FUE Manual: Steps of research Proposal. FEPS FUE Manual: Steps of Research Paper.

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Ghada ElNashr
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Faculty of Economics and Political Science

Political Mass Media

Programs Specifications 2019/ 2020

Elective Courses

11 Courses

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Sophomore – 2nd	**Course Title**: Freedom of Information	**Course Code:** PMM 204	**Prerequisite**: PMM 307
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 - Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Investigate the development of the concept of freedom of expression through history, theory and application. • Analyze conditions of freedom of information in diverse communities. • Examine the impact of freedom of information on ethical, social and national security issues. • Compare the conditions of freedom of expression in democratic and autocratic regimes. • Illustrate causes and effects of applying freedom of information through case studies.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Explain the effects of freedom of information on the government, national security and the public. 3.1.2- Discuss the impact of new media on freedom of information. 3.1.3- Recall the effect of freedom of information on the Arab Revolutions.
3.2) Intellectual Skills:	3.2.1- Evaluate the harms and benefits against states in applying freedom of information. 3.2.2- Assess the constraints that should be placed on filtering the access to information and their relation to National Security. 3.2.3- describe the advantages and disadvantages of classified information leaks on people and governments.

	3.2.4- Estimate the need for freedom of information in the Arab Countries.
3.3) Professional and Practical Skills:	3.3.1- Demonstrate how filtering access affects the democratic process. 3.3.2- Apply the WikiLeaks model to other media forms. 3.3.3- Illustrate the effects of institutionalization laws and regulations.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
2	What Kind of Information and Why?	3 hrs	-	2	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.4
3	Open Government: Role of Citizens vs. Parliament	3 hrs	-	3	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3
4	In Dictatorships, Information is Power	3 hrs		4	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Freedom of Information's Threat to National Security	3 hrs		5	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3
6	Threats to National Security: New Media and Instant Circulation	3 hrs	-	7	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
7	Midterm Exam			6				

8	Filtering Access: What to Show/Hide?	3 hrs	-	8	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4 3	3.3.1 3.3.2	3.4.2
9	Filtering Access: Who and When to Access?	3 hrs	-	9	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
10	WikiLeaks: A Successful Model?	3 hrs	-	10	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
11	Laws and Regulations Necessary for Institutionalization	3 hrs	-	11-12	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4
12	Arab Revolutions: Building the State and Transparency	3 hrs		13-14				
13	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
******	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills			

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4			6	30
2	Final Exam	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Charles Sides, *Freedom of Information* in a Post 9-11 World, New York: Baywood Publishing Company, Inc, 2005
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Daniel Berliner, "Institutionalizing Transparency: The Global Spread of Freedom of Information in Law and Practice," Ph.D. Thesis, *University of Washington*, 2012. Christopher Horner, *The Liberal War on Transparency: Confessions of a Freedom of Information "Criminal"*, New York: Threshold Editions, 2012.
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Miral AlAshry
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Sophomore – 2nd	**Course Title**: Research Techniques for Journalists	**Course Code:** PMM 205	**Prerequisite**: REM 201
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Identify the impact of cultural and technological determinants on mass communication research. • Relate theory to practice. • Formulate research questions and hypotheses. • Identify independent and dependent variables • Organize elements of a research paper • Collect and analyze data. • Use statistical software. • Analyze the reliability and validity of research. • Integrate research ethics into the research process. • Assess published journal articles for research methodology used.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Explain research terms. 3.1.2- Identify research methodologies used in the field of mass communication. 3.1.3- Describe the research process. 3.1.4- Discuss the different forms of research questions. 3.1.5- Compare qualitative and quantitative research methodologies.
3.2) Intellectual Skills:	3.2.1- Explain the relationship between theory and research. 3.2.2- Describe and compare the predominant research methods in journalism, media, and communication. 3.2.3- Plan a research through selecting a timely research topic with an identifiable sample. 3.2.4- Analyze the research results.

3.3) Professional and Practical Skills:	3.3.1- Propose a research study. 3.3.2- Justify decisions about the methodology, including sampling and the measurement instruments. 3.3.3- Conduct a social science research in the field of mass communication. 3.3.4- Assist the data collection techniques. 3.3.5- Employ statistical research software in analyzing research results.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in researching and writing their assignments 3.4.2- Work in a team environment while doing group assignments and presentations 3.4.3- Translate to and from other languages if they found material written in Arabic or other language.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.2.4 3.2.5	3.4.2 3.4.3
2	Research in social sciences	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	Elements of a research paper	3 hrs	-	3-4	3.1.3	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.2 3.4.3
4	Identifying variables in a research	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3
5	Data Collection: Conceptualization and Development of Measures	3 hrs		7	3.1.1 3.1.3 3.1.4 3.1.5	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3
6	Using statistical software	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
7	Midterm Exam			8				
8	Research reliability and validity	3 hrs	-	10	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.3 3.2.4	3.4.2

					3.1.5	3.2.4	3.2.5	
9	Sampling and statistical inference	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.2 3.4.3
10	Sampling and statistical inference	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.2 3.3.3	3.4.2 3.4.3
11	Presentations	3 hrs		13-14	3.1.1 3.1.3 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3 3.2.4	3.3.2 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3
12	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.2.4 3.2.5	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3 3.1.4 3.1.5	3.2.2 3.2.3 3.2.4	3.3.1 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills			

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3			6	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3		
5	Presentations		3.1.1 3.1.2 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
6	Individual Projects		3.1.1 3.1.2 3.1.4 3.1.5	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.2.4 3.2.5	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	David Hugh Weaver, *Global Journalism Research: Theories, Methods, Findings, Future*, Blackwell Pub, 2008
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Stephen Quinn, Stephen Lamble. *Online Newsgathering: Research and Reporting for Journalism*. Amsterdam, 2008 Roger Wimmer, Joseph Dominick, Mass Media Research. Belmont, CA: Cengage Learning, 2010 Niblock, Sarah. "Envisioning Journalism Practice As Research." *Journalism Practice*. 2012
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.

Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.

Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Rasha Elabiry
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Principles of Creative Advertising	**Course Code:** PMM 308	**Prerequisite**: PMM 101
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Explain persuasive communication techniques. • Analyze cultural and economic conditions that created modern advertising • Reach the target market effectively and creatively. • Apply media crafting techniques with focus on utilizing words and images to reach the target market. • Differentiate between message crafting techniques for print, broadcast and new media forms • Plan and research before creating advertisements.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Discuss different aspects in marketing. 3.1.2- Identify the nature of the targeted audience in an advertisement campaign. 3.1.3- Compare different media forms in channeling advertisement campaigns. 3.1.4- Discuss cultural and economic conditions that created modern advertising
3.2) Intellectual Skills:	3.2.1- Generate new ideas for advertisement based on the nature of the audience. 3.2.2- Evaluate the effectiveness of advertisements.
3.3) Professional and Practical Skills:	3.3.1- Construct effective advertisement campaign plans. 3.3.2- Create effective and creative sales messages and advertising campaigns for diverse media forms, advertising messages and target audiences 3.3.3- Use the latest design technology 3.3.4- Apply visual communication theories and concepts to their work. 3.3.5- Apply the advertisers' ethical values, laws and public responsibility

3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in conducting market and advertising research 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5	3.4.2 3.4.3
2	Advertising roles and Design	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3
3	Media strategy Using TV, Radio, Newspaper, Magazine and Internet Workshop: Creating a slogan and a logo	3 hrs	-	3-4	3.1.3 3.1.4	3.2.1	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.2 3.4.3
4	Creating advertisements: Image and Advertising copy writing Workshop: layout and design	3 hrs		5-6	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
5	Midterm Exam			7				
6	TV commercials around the world (video)	3 hrs	-	8	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
7	Creative effective TV commercials Workshop: Creating story boards	3 hrs	-	9	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
87	Internet Ads and Direct Response Workshop: Creating online ads	3 hrs	-	10	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.4 3.3.5	3.4.2 3.4.3
9	Case studies on current campaigns and past advertising campaigns.	3 hrs	-	11	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3

10	Economic, Social and Legal Effects of Advertising	3 hrs		12	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
11	Final exam			13				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.4 3.3.5	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3 3.1.4	3.2.2	3.3.1 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2			7	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Ron Lane, Karen King, Tom Reichert; Klepnner's Advertising Procedure, Prentice Hall, Pearson, 2011
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Extra Recommended Books	Don Schultz, Beth E. Barnes , Strategic Advertising Campaigns, Illinois: NTC/Contemporary Publishing Company, 1998.
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: New Media and Public Diplomacy	**Course Code:** PMM 309	**Prerequisite**: PMM 307
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Identify existing systems of existing systems of public diplomacy, cultural diplomacy and new media. • Evaluate the impact of changes in media on the development of the art and practice of diplomacy. • Investigate how new media redefines public diplomacy and challenges the governmental roles. • Analysis of the emerging transparency culture is conducted on local, international and global media forms. • Compare case studies of civil participation in public diplomacy debates.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify the relationship between public diplomacy, culture and new media. 3.1.2- Explain the concept of new media and use of 'soft' values in public diplomacy. 3.1.3- Discuss the stakeholders and target groups within the public diplomacy and new media framework.
3.2) Intellectual Skills:	3.2.1- Examine strategies of public diplomacy campaigns. 3.2.2- Evaluate the effectiveness of public diplomacy efforts. 3.2.3- Assess the effect of new media on public diplomacy.
3.3) Professional and Practical Skills:	3.3.1- Propose solutions for the challenges facing public diplomacy in different contexts.

	3.3.2- Illustrate the effect that the digital divide has on public diplomacy
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
2	Public Diplomacy Role in International Relations	3 hrs	-	2-3	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
3	Public Diplomacy as a Counterterrorism Tool	3 hrs	-	4	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
4	The Institutions of Diplomacy and Media	3 hrs		5	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	The rise of the Virtual State	3 hrs		6	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	From Propaganda to Public Diplomacy	3 hrs	-	7	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
7	Midterm Exam			8				
8	From Propaganda to Public Diplomacy	3 hrs	-	9	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
9	Conceptualizing Public Diplomacy	3 hrs	-	10	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2
10	Rethinking Public Diplomacy and in the	3 hrs	-	11-12	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4

	Context of New Media and Global Influence							
11	Journalism, Media, and Public Diplomacy	3 hrs	-	14	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
12	Social Networking, and Open Source Diplomacy	3 hrs	-	14	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4
13	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	**I.S.**	**P.P.S.**	**G.T.S.**
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			8	30
2	Final Exam	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
5	Presentations	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
6	Individual Projects	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects		3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Philip Seib, *Public Diplomacy, New Media, and Counterterrorism*, Figueroa Press, 2011
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	John Doyle, "New Media and Democratisation." *Irish Studies in International Affairs* 23 (2012): 1-4. *JSTOR* Philip Seib, *New Media and the New Middle East*. New York: Palgrave Macmillan, 2007
Online Web Sites	Knowledge Bank

	Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Course Instructor: Dr. Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Media Socio-Economic Structure	**Course Code:** PMM 310	**Prerequisite**: ECO 101, ECO 102 and PMM 101
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Analyze the socio-economic and socio-cultural logic in the media sphere. • Evaluate the operations media institutions in light of governmental regulations and policies. • Measure the role of mass communication in foreign affairs. • Compare the role of mass communication in countries with stable socioeconomic conditions with those who do not.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Explain the concept of new media and use of 'soft' values in public diplomacy.
	3.1.2-	Identify interest and pressure groups that affect the media's agenda.
3.2) Intellectual Skills:	3.2.1-	Compare between the role of public diplomacy and cultural relations within the impact of new media.
	3.2.2-	Analyze the process of target group selection within public diplomacy and new media framework.
3.3) Professional and Practical Skills:	3.3.1-	Design strategies for public diplomacy campaigns.
	3.3.2-	Propose basic indicators of effectiveness and impact in public diplomacy efforts.
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet in research
	3.4.2-	Work in a team environment.
	3.4.3-	Translate to and from other languages.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.3
2	New Media, culture and society	3 hrs	-	2	3.1.2	3.2.2	3.3.1	3.4.2 3.4.3
3	Origins and Structures of the Networked Age	3 hrs	-	3-4	3.1.1 3.1.2	3.2.1	3.3.1 3.3.2	3.4.2 3.4.3
4	The Public Sphere	3 hrs		5-6	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.1 3.4.2 3.4.3
5	Framing the Debate about the Public Sphere	3 hrs		7	3.1.1 3.1.2	3.2.1	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Discussing final project: brainstorming and outlining	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
8	Networked Media, Information and Democratic Discussion	3 hrs	-	10	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2
9	Legal Codes, Intellectual Property and Challenges to the Socio-Economic system.	3 hrs	-	11	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
10	Internet Governance.	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2	3.4.2 3.4.3
11	The Social and Economic Contexts of Privacy.	3 hrs		13	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2	3.4.1 3.4.2 3.4.3
12		3 hrs		14	3.1.1 3.1.2	3.2.1	3.3.2	3.4.1 3.4.2 3.4.3
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills				• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2		3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.2	3.2.2	3.3.1	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			8	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.1 3.2.2	3.3.1 3.3.2 3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Nick Couldry, *Media, Society, World: Social Theory and Digital Media Practice*, John Wiley & Sons, 2013
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	"Media Freedom and Pluralism: Media Policy Challenges in the Enlarged Europe."*Edition: NED - New Edition* 1 (2010): n. pag. *JSTOR* Coleman, Isobel, and Terra Lawson-Remer. *Pathways to Freedom: Political and Economic Lessons from Democratic Transitions* Council on Foreign Relations Press*2013*
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			

Facility	Lecture	Lab	Admin
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Sahar Talat
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Junior – 3rd	**Course Title**: Media Politics and Society	**Course Code:** PMM 311	**Prerequisite**: PMM 310
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Examine the relationships between the media, society and politics. • Practice theoretical, conceptual and analytical skills • Analyze the role of the media as a socio-political institution. • Evaluate the impact of new technologies on democracy and electoral marketing. • Investigate how media and audiences interact in to form a public sphere.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1-	Identify media gatekeepers, regulators and pressure groups.
	3.1.2-	Discuss the media audiences
3.2) Intellectual Skills:	3.2.1-	Analyze the relationship between media ownership and political power
	3.2.2-	Examine the power of the media in relation to existing social and political dynamics.
3.3) Professional and Practical Skills:	3.3.1-	Practice media and information literacy.
	3.3.2-	Employ media effect studies.
	3.3.3-	Practice the independent and collaborative research.
	3.3.4-	Measure the effects of the digital divide on politics and society.
3.4) General and Transferrable Skills:	3.4.1-	Use computers and the Internet in researching Media, Politics and Society
	3.4.2-	Work in a team environment.
	3.4.3-	Translate to and from other languages.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.3
2	The Landscape of New Media	3 hrs	-	2	3.1.2	3.2.2	3.3.1	3.4.2 3.4.3
3	Media Audiences	3 hrs	-	3-4		3.2.1	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
4	Media Effects Studies	3 hrs		5-6	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
5	Media Gatekeepers, Regulators and Pressure Groups	3 hrs		7	3.1.1 3.1.2	3.2.1	3.3.1 3.3.2 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
6	Midterm Exam			8				
7	The Political Economy of the Media	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
8	Media and Power	3 hrs	-	10	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
9	Freedom of the Press	3 hrs	-	11	3.1.1	3.2.1 3.2.2	3.3.1 3.3.2 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
10	Digital Democracy	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3
11	Role of Social Media in the Media Complex Today	3 hrs		13	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
12	Final exam			14				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•		• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.2	3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			8	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.4 3.3.3	3.4.1 3.4.2 3.4.3		

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	J. Street, *Mass Media, Politics and Democracy*, Palgrave Macmillan, 2011
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Alec Charles, *Interactivity: New Media, Politics and Society*. Oxford: Peter Lang, 2012 Paul Nesbitt-Larking, "Politics, Society, and the Media, Second Edition." *Edition: 2* (2007): n. pag. *JSTOR*
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√

Facility	Lecture	Lab	Admin
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor:
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Mass Media in the Arab World	**Course Code:** PMM 401	**Prerequisite**: PMM 101/ PSC 101/ PSC 102
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Investigate how the conditions in the Arab countries are affected by media. • Explore media conditions in politically stable Arab countries and politically unstable countries. • Analyze the media transformation process in post-revolution Arab countries. • Explain current research and theory drawn from inter-disciplinary sources in the Arab world • Investigate relationship between intellectual developments, emerging social, political and religious issues in the region.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify the economic and social effects of the changing media context. 3.1.2- Understand mass media and system change- the missing link to civil society. 3.1.3- Discuss the developments of electronic, print and new media forms in the Arab World. 3.1.4- Identify the effect of pressure groups on Arab mass media.
3.2) Intellectual Skills:	3.2.1- Inspect the role of media in the transformation of the Arab political culture. 3.2.2- Analyze the emergence of the new Arab public sphere. 3.2.3- Compare the Arab media systems in countries that experienced revolutions and those that did not. 3.2.4- Interpret the effect of state media on freedom of expression.

3.3) Professional and Practical Skills:	3.3.1- Propose strategies for the professional development of Arab media Systems. 3.3.2- Illustrate the effects that new media has on the Arab World revolutions.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in research 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1	3.4.2 3.4.3
2	The Arab World and Political Culture	3 hrs	-	2	3.1.2 3.1.3 3.1.4	3.2.2	3.3.1	3.4.2 3.4.3
3	Mass Media History in the Arab World	3 hrs	-	3-4	3.1.3 3.1.4	3.2.1 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3
4	Cultural Identity and Modernism in the Arab World	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2 3.2.4	3.3.1	3.4.1 3.4.2 3.4.3
5	Developments of electronic media in the Arab world (Radio, TV and Movies)	3 hrs		7	3.1.1 3.1.3 3.1.4	3.2.1 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	From Al Jazeera to Al Hurra, the New Public Spheres of the Arab World.	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
8	Television Addicts in the Arab world	3 hrs	-	10-11	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2 3.2.4	3.3.1	3.4.2
9	Developments of print media in the Arab world (Magazines, Newspapers and Books)	3 hrs	-	12-13	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.2 3.4.3
10	Towards New Media in the Arab World.	3 hrs	-	14	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2 3.2.4	3.3.2	3.4.2 3.4.3

11	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3
5	Seminars	√	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.4	3.3.1	3.4.2 3.4.3
6	Case Studies	√	3.1.1 3.1.3 3.1.4	3.2.2 3.2.3 3.2.4	3.3.1	3.4.1 3.4.2 3.4.3
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3			8	30

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
				3.2.4				
2	Final Exam	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2 3.1.4	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills				

7- List of Books and References:

Essential Text Books	Naomi Sakr, Transformations in Egyptian Journalism: Media and the Arab Uprisings (Challenges), I. B. Tauris, 2013
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Extra Recommended Books	Noha Mellor (et al.), *Arab Media*, Polity Press, 2013
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

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Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Running a Media Organization: Management and Finance	**Course Code:** PMM 410	**Prerequisite**: PMM 304
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Explore the managerial and financial responsibilities of a media organization. • Explain how to operate a functional and professional media team. • Discuss ethical dilemmas related to external financing of media forms. • Investigate opportunities and challenges in creating or managing a media organization.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify the workflow and administrative hierarchy in media organizations 3.1.2- List the roles and responsibilities of a media manager. 3.1.3- Discuss the influence of the organizational environment and norms on the objectivity of the produced media.
3.2) Intellectual Skills:	3.2.1- Analyze the relation between funding and biases of media organizations. 3.2.2- Assess the pros and cons of choosing different funding methods for media organizations. 3.2.3- Evaluate managerial structures of media organizations 3.2.4- Analyze the studies using the Finance-Objectivity Dilemma
3.3) Professional and Practical Skills:	3.3.1- Employ ethics of media management

	3.3.2- Demonstrate traits of a professional journalist
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in researching and writing 3.4.2- Work in a team environment in doing their assignments and presentation. 3.4.3- Translate to and from other languages, such as Arabic and English 3.4.4- Apply problem solving techniques related to media management tasks.

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1	3.4.2 3.4.3 3.4.4
2	Basics of Management	3 hrs	-	2	3.1.2 3.1.3	3.2.2	3.3.1	3.4.2 3.4.3 3.4.4
3	Ethics of Media Management and Traits of a Professional Journalist	3 hrs	-	3-4	3.1.3	3.2.1 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3 3.4.4
4	Different Managerial Structures of Media Organizations	3 hrs		5-6	3.1.1 3.1.3	3.2.1 3.2.2 3.2.4	3.3.1	3.4.1 3.4.2 3.4.3 3.4.4
5	Daily Workflow: Case Studies	3 hrs		7	3.1.1 3.1.3	3.2.1 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3 3.4.4
6	Midterm Exam			8				
7	Inside a Newsroom: Day-to-day operations	3 hrs	-	9	3.1.1 3.1.3	3.2.1 3.2.2 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
8	Role and Responsibilities of Media Manger	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2	3.3.1	3.4.2
9	The Influence of Economy on Media	3 hrs	-	11	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.2 3.4.3 3.4.4
10	Financing Media in Today's World:	3 hrs	-	12	3.1.1 3.1.3	3.2.1 3.2.2	3.3.2	3.4.2 3.4.3

	Printed, Radio and Satellite							3.4.4
11	Financing Media in Today's World: Web-based outlets	3 hrs		13	3.1.1 3.1.3	3.2.1 3.2.2 3.2.4	3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
12	The Finance-Objectivity Dilemma	3 hrs		14	3.1.1 3.1.2	3.2.1 3.2.3 3.2.4	3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
13	Final exam			15				
	Total Number of Teaching Weeks:12							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•	• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills				

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.4	3.3.1	3.4.2 3.4.3 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2 3.2.4	3.3.1	3.4.2 3.4.3 3.4.4
6	Case Studies	√	3.1.1 3.1.3	3.2.2 3.2.3 3.2.4	3.3.1	3.4.1 3.4.2 3.4.3 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4			8	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4		
5	Presentations		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4		
6	Individual Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects		3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2 3.2.3 3.2.4	3.3.1 3.3.2	3.4.1 3.4.2 3.4.3 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills		• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills					

7- List of Books and References:

Essential Text Books	Alan Albarran, Management of Electronic and Digital Media,., Massachusetts: Cengage Learning, 2012
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)

Extra Recommended Books	John J. Oliver, "Media Management Tools: UK Broadcast Media Executives' Perspective," The International Journal on Media Management, 15, 4, 2013 (p. 245) Robert G. Picard, The Economics and Financing of Media Companies, New York, Fordham University Press, 2011
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
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Course Instructor: Dr.Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Covering Elections Campaigns	**Course Code:** PMM 411	**Prerequisite**: PMM 206/ PMM 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Explain why some people choose to vote while others do not. • Compare theories of political participation. • Critically assess media messages about candidates and their campaigns. • Examine different propaganda techniques used in elections throughout history. • Evaluate election campaigns in terms of campaign management and message crafting.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- Identify theories of vote choice 3.1.2- Describe campaign models 3.1.3- Recognize how to take an active role in electoral politics 3.1.4- Discuss the controversies associated with campaign media and campaign finance
3.2) Intellectual Skills:	3.2.1- Assess how campaign messages are tailored for different segments of society. 3.2.2- Analyze the influence of public opinion polling on electoral politics. 3.2.3- Compare the effectiveness of election campaigns in different political environments.
3.3) Professional and Practical Skills:	3.3.1- Report on electoral campaigns objectively. 3.3.2- Write clearly, correctly and concisely. 3.3.3- Criticize election campaigns in terms of merits and drawbacks.

	3.3.4- Evaluate the effectiveness of election campaigns.
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet. 3.4.2- Work in a team environment. 3.4.3- Translate to and from other languages. 3.4.4- Apply practical and professional problem solving

4- Course Content:

	Main Topic	**Credit Hours:3 hrs**		**Week No.**	**Course ILOs Covered by Topic (by ILO Code)**			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introduction and syllabus	3 hrs	-	1	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.4
2	Theories of Vote Choice	3 hrs	-	2-3	3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.4
3	Electioneering	3 hrs	-	4-5	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.3
4	Reporting on Election Campaigns	3 hrs		6	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3
5	Municipal and County Elections	3 hrs		7	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.4	3.4.2 3.4.3
6	Midterm Exam			8				
7	Case Studies: Local and International Election Campaigns	3 hrs	-	9	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
8	Campaign Finance: Issues and Controversies	3 hrs	-	10	3.1.1 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.3	3.4.2
9	Campaign Media: Issues and Controversies	3 hrs	-	11-12	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.2 3.4.4
10	The Future of Campaigns and Elections	3 hrs	-	13-14	3.1.1 3.1.2 3.1.3	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3	3.4.2 3.4.4

	Revision				3.1.4		3.3.4	
11	Final exam	-	-	15				
	Total Number of Teaching Weeks:13							
**	• K.U.: Knowledge and understanding • I.S.: Intellectual Skills		•		• P.P.S: Practical/Professional skills • G.T.S: General and Transferable Skills			

5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.2 3.3.4	3.4.2 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2	3.3.1 3.3.3 3.3.4	3.4.2 3.4.4
6	Case Studies	√	3.1.1 3.1.2 3.1.3 3.1.4	3.2.2 3.2.3	3.3.1 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
**	• **K.U.** : Knowledge and Understanding • **I.S.** : Intellectual Skills			• **P.P.S.**: Practical / Professional Skills • **G.T.S.:** General and Transferable Skills		

6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2			6	30

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
2	Final Exam	×	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						
4	Assignments	×	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
5	Presentations		3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
6	Individual Projects		3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects		3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2 3.1.3 3.1.4	3.2.1 3.2.2 3.2.3	3.3.1 3.3.2 3.3.3 3.3.4	3.4.1 3.4.2 3.4.4		
**	• **K.U.** :Knowledge and Understanding • **I.S.** :Intellectual Skills				• **P.P.S.**: Practical / Professional Skills • **G.T.S.** : General and Transferable Skills			

7- List of Books and References:

Essential Text Books	Stephen Medvic, *New Directions in Campaigns and Elections*, Taylor & Francis, 2011
Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	Stephen Medvic, *Campaigns and Elections: Players and Processes*. Boston, MA: Wadsworth, Cengage Learning, 2010 Bob Benenson, Dave Tarr, and John Leo Moore. *Elections A to Z*. Thousand Oaks, CA: SAGE Publications, 2012 Roderick Hart, "Campaign Talk: Why Elections Are Good for Us." (2009): n. pag. *JSTOR*

Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

8- Tools and Facilities Required for Teaching and Learning:

Facility	Lecture	Lab	Admin
White Board	√		
PC/Laptop	√		
Data-Show	√		
Laser Pointer	√		
Internet			
Printer			√
Copier			√
Learning Management System (Moodle)	√		
Software Packages			

9- Plagiarism Policy:

Plagiarism, in the school's jargon called "copying and pasting", is the intentional act of replicating someone else's work (be it text, ideas, images, or any non-common knowledge) without referring to the source. One can also self-plagiarize through submitting his/her own work to more than one course without clearly notifying the professor.
Students submitting paper/assignment/presentation with plagiarized content will automatically receive a failing grade for their work.
Refer to the instructor for more information about how to avoid plagiarism

Course Instructor: Dr. Ghada ElNashar
Department Head: Prof. Miral AlAshry
Date: 12 September 2019

FUTURE UNIVERSITY IN EGYPT
FACULTY OF ECONOMICS AND POLITICAL SCIENCE

Course Specification
2019/2020

Future University in Egypt
Faculty of Economics and Political Science
Department: Political Mass Media

1- Basic Information			
Course Level: Senior – 4th	**Course Title**: Covering Conflicts	**Course Code:** PMM 412	**Prerequisite**: PMM 206, PMM 301
Specialization: Political Mass Media			
Credit Hours: - Theoretical: 3 Practical: 0		**Contact Hours:** 3	

2- Specialized Information

2.1) **Course Aim/s**	• Cover conflicts objectively and professionally. • Think ethically while covering conflicts. • Work under pressure. • Produce balanced stories. • Write clearly, concisely and correctly. • Provide visuals that enhance the story.

3- Intended Learning Outcomes

3.1) Knowledge and Understanding:	3.1.1- identify the importance of studying the history of the war/conflict before conducting the coverage 3.1.2- Understand the war-time reporting dilemma
3.2) Intellectual Skills:	3.2.1- Assess the possible legal and political consequences involved in approaching all sides of a conflict 3.2.2- Estimate the effect that the story will have on the public.
3.3) Professional and Practical Skills:	3.3.1- Create clear, concise and correct news stories 3.3.2- Collect information from people affected by the conflict as well as experts and man on the street 3.3.3- Practice professional and ethical decisions during war-time reporting
3.4) General and Transferrable Skills:	3.4.1- Use computers and the Internet in researching and writing their assignments 3.4.2- Work in a team environment while doing group assignments and presentations 3.4.3- Translate to and from other languages if they found material written in Arabic or other language. 3.4.4- Apply practical and professional problem-solving techniques in conflict coverage.

4- Course Content:

	Main Topic	Credit Hours:3 hrs		Week No.	Course ILOs Covered by Topic (by ILO Code)			
		Theoretical 3 hrs/week	Practical 0 hr/week		K.U.	I.S.	P.P.S.	G.T.S.
1	Introductory lecture and course outline	3 hrs	-	1	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1	3.4.2 3.4.3 3.4.4
2	Defining Conflicts and Wars	3 hrs	-	2	3.1.1 3.1.2	3.2.2	3.3.1	3.4.2 3.4.3 3.4.4
3	Studying History and Culture: Does it Matter?	3 hrs	-	3-4		3.2.1	3.3.1 3.3.2 3.3.3	3.4.2 3.4.3 3.4.4
4	Safety Precautions and Survival/Professional Kit	3 hrs		5-6	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
5	Relationships: Translator-Reporter-Editor	3 hrs		7	3.1.1 3.1.2	3.2.1	3.3.1 3.3.2	3.4.2 3.4.3
6	Midterm Exam			8				
7	Living inside the Conflict: Benefits and Harms	3 hrs	-	9	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
8	Dilemmas: Assimilation with the Victim, Influence of Nationality	3 hrs	-	10	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2
9	Dilemmas: Being Embedded and Maintaining Objectivity	3 hrs	-	11	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3 3.4.4
10	Dilemmas: Injuries and Personal Revenge in Coverage	3 hrs	-	12	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2 3.3.3	3.4.2 3.4.3 3.4.4
11	Legal Challenges from "Talking with the Enemy"	3 hrs		13	3.1.1 3.1.2	3.2.1 3.2.2	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
12	Workshop: Reporting Minor Local Conflict	3 hrs		14	3.1.1 3.1.2	3.2.1	3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
13	Final exam			15				
	Total Number of Teaching Weeks:12							
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5- Teaching and Learning Methods:

No.	Teaching / Learning Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)			
			K.U.	I.S.	P.P.S.	G.T.S.
1	Interactive Lectures including discussion	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2	3.4.2 3.4.3 3.4.4
2	Tutorials	N/A				
3	Practical Lab Sessions	N/A				
4	Self-Study (Project / Reading Materials / Online Material / Presentations)	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
5	Seminars	√	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.3	3.4.2 3.4.3 3.4.4
6	Case Studies	√	3.1.1 3.1.2	3.2.2	3.3.1 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4
7	Problem Solving	N/A				
8	Others (Specify)					
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6- Assessment Methods, Schedule and Grade Distribution:

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
1	Midterm Exam (s)	×	3.1.1 3.1.2	3.2.1 3.2.2			8	30
2	Final Exam	×	3.1.1 3.1.2	3.2.1 3.2.2			15-16	40
3	Quizzes	N/A						

No.	Assessment Method	Selected Methods	Course ILOs Covered by Method (By ILO Code)				Week(s) No.	Marks %
			K.U.	I.S.	P.P.S.	G.T.S.		
4	Assignments	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
5	Presentations	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3		
6	Individual Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4		
7	Research and Reporting	N/A						
8	Team Work Projects	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4		
9	Practical Exam	N/A						
10	Others (Participation)	×	3.1.1 3.1.2	3.2.1 3.2.2	3.3.1 3.3.2 3.3.3	3.4.1 3.4.2 3.4.3 3.4.4		
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7- List of Books and References:

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Course Notes	Course Notes are available with all the slides used in lectures in electronic form on Learning Management System (Moodle)
Extra Recommended Books	David Allen, "Interview Effects in the Reporting of Domestic Violence," The Journal of Socio-economics, 38, 2, 2009 Karin Dobernig et. al., "Covering Conflict: Differences in Visual and Verbal News Coverage of the Gaza Crisis 2009 in Four Weekly News Media," Journal of Visual Literacy, 29, 1, 2010
Online Web Sites	Knowledge Bank Library of the University of Cincinnati
Others (Specify)	

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Course Instructor: Dr. Miral AlAshry
Department Head: Prof. Miral AlAshry
Date: 12 September 2019