



Course Specification

Course Name: [Mass Communication]

Course Code: [HU333]

I. Basic Course Information

Major or minor element of program:[General]

Department offering the course:[Faculty]

Academic level:[300 Level]

Semester in which course is offered:First (fall) Semester

Course pre-requisite(s):N/A

Credit Hours:3

Contact Hours Through:

Lecture	Tutorial*	Practical*	Total
2.5	0	0	3.0

Approval date of course specification:September 2014

II. Overall Aims of Course

[The aim of the course is to differentiate between media principles and concepts and the merge the raw]

III. Program ILOs covered by course

Program Intended Learning Outcomes (By Code)			
Knowledge & Understanding	Intellectual Skills	Professional Skills	General Skills
[K8,K9]	[I5,I8]	[P5]	[G4,G6]



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IV. Intended Learning Outcomes of Course (ILOs)

a. Knowledge and Understanding

On completing the course, students should be able to:

- K.1 Examine the process of communication and explain how the process works on a larger scale and how it affects consumer
- K.2 Identify the functions and the effects of mass media.
- K.3 Explain each mass medium to clarify its purpose and problems.
- K.4 Illustrate media support systems such as advertising and public relations.]

b. Intellectual/Cognitive Skills

On completing the course, students should be able to:

- I.1 Retrieve and select appropriate information discussed throughout the course.
- I.2 Integrate and link information across course components to differentiate between different mass media]

c. Practical/Professional Skills

On completing the course, students should be able to:

- P.1 Apply course components in media support systems.]

d. General and Transferable Skills

On completing the course, students should be able to:

- G.1 Improve presentation skills.
- G.2 Improve writing skills.]

V. Course Matrix Contents

	Main Topics / Chapters	Duration (Weeks)	Course ILOs Covered by Topic (By ILO Code)			
			K & U	I.S.	P.S.	G.S.
1-	Introduction]	1]	K1]]]]]]]
2-	How communication works]	2]	K1]]]]]]]
3-	Media Functions]	1]	K2]]]]]]]
4-	Understanding mass media]	6]	K2,K3]	I2]	P1]]]
5-	Media Effects]	1]	K2]	I1]]]]]
6-	Public Relations]	2]	K4]]]]]	G1,G2]
	Net Teaching weeks]	13]				



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VI. Course Weekly Detailed Topics / hours / ILOs

Week No.	Sub-Topics	Total Hours	Contact Hours	
			Theoretical Hours	Practical Hours*
1	[Introduction, Information communication revolutions]	[2.5]	[2.5]	
2	[How Communication Works]	[4]	[2.5]	[1.5]
3	[How Communication Works (cont'), You in the digital age]	[4]	[2.5]	[1.5]
4	[Media functions]	[4]	[2.5]	[1.5]
5	[Newspapers]	[4]	[2.5]	[1.5]
6	[Newspapers (cont'), Magazines]	[4]	[2.5]	[1.5]
7	Midterm Exam			
8	[Magazines, Radio]	[4]	[2.5]	[1.5]
9	[Radio (cont')]	[4]	[2.5]	[1.5]
10	[Television]	[4]	[2.5]	[1.5]
11	[Media effects]	[4]	[2.5]	[1.5]
12	[Advertising]	[4]	[2.5]	[1.5]
13	[Public relations]	[4]	[2.5]	[1.5]
14	Final Exam			
Total Teaching Hours		51	33	18

* No Practical/Tutorial during the first week of the semester

VII. Teaching and Learning Methods

Teaching/Learning Method	Selected Method	Course ILOs Covered by Method (By ILO Code)			
		K & U	Intellectual Skills	Professional Skills	General Skills
Lectures & Seminars	√	[K1,K2,K3,K4]	[]	[P1]	[G1,G2]
Tutorials	[]	[]	[]	[]	[]
Computer lab Sessions	[]	[]	[]	[]	[]
Practical lab Work	[]	[]	[]	[]	[]
Reading Materials	√	[K1,K2]	[]	[]	[]
Web-site Searches	√	[]	[I1,I2]	[]	[]
Research & Reporting	[]	[]	[]	[]	[]
Problem Solving / Problem-based Learning	[]	[]	[]	[]	[]
Projects	[]	[]	[]	[]	[]
Independent Work	[]	[]	[]	[]	[]
Group Work	[]	[]	[]	[]	[]
Case Studies	[]	[]	[]	[]	[]
Presentations	[]	[]	[]	[]	[]
Simulation Analysis	[]	[]	[]	[]	[]
Others (Specify):	[]	[]	[]	[]	[]



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VIII. Assessment Methods, Schedule and Grade Distribution

Assessment Method	Selected Method	Course ILOs Covered by Method (By ILO Code)				Assessment Weight / Percentage	Week No.
		K & U	I.S.	P.S.	G.S.		
Midterm Exam	[√]	[K2, K3]	[I2]	[]	[]	[20%]	7
Final Exam	[√]	[K1,K2,K3,K4]	[I1]	[]	[]	60%	14
Quizzes	[]	[]	[]	[]	[]	[]	[]
Course Work	[√]	[]	[]	[P1]	[G1, G2]	[20%]	[11]
Report Writing	[]	[]	[]	[]	[]	[]	[]
Case Study Analysis	[]	[]	[]	[]	[]	[]	[]
Oral Presentations	[]	[]	[]	[]	[]	[]	[]
Practical	[]	[]	[]	[]	[]	[]	[]
Group Project	[]	[]	[]	[]	[]	[]	[]
Individual Project	[]	[]	[]	[]	[]	[]	[]
Others (Specify):	[]	[]	[]	[]	[]	[]	[]

IX. List of References

Essential Text Books	• [Biagi, Shirley. Media/Impact :an introduction to mass media, (London: Thomson learning, 2003)]
Course notes	• [None]
Recommended books	• [None]
Web sites, etc ...	• [Free Search and self learning]

X. Facilities required for teaching and learning

<ul style="list-style-type: none"> • [Computer aided data show • Computers • White boards • Site visits]

Course coordinator:[Ass.Prof. Ihab El-Khodary]

Head of Department: Prof. Imane Aly Saroit
Vice Dean for Education and Student affairs

Date: September 2014