

e- Syllabus

1	Course title	Mass Communication
2	Course number	2205737
3	Credit hours	3
	Contact hours (theory, practical)	3
4	Prerequisites/Co requisites	Students have to pass the TOEFL with a score of 550 or higher, or attain an equivalent score in other international EFL tests.
5	Program title	M.A Degree in Language, Culture, and Communication
6	Program code	
7	Awarding institution	University of Jordan
8	School	Faculty of Foreign Languages
9	Department	Linguistic Department
10	Level of course	M.A Degree
11	Year of study and semester (s)	2023/2024
12	Final Qualification	M.A
13	Other department (s) involved in teaching the course	--
14	Language of Instruction	English
15	Teaching methodology	<input checked="" type="checkbox"/> Blended <input checked="" type="checkbox"/> Online <input checked="" type="checkbox"/> Face to Face
16	Electronic platform(s)	<input checked="" type="checkbox"/> E-learning <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
17	Date of production/revision	November 2023

18 Course Instructor

Name:

Office number:

Phone number:

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Email:

Office Hours:

19 Other instructors:

Name:

Office number:-

Phone number:

Name:

Office number:

Phone number:

Email

Name:

Office number:

Phone number:

Email:

Name:

Office number:

Phone number:

Email:

20 Course Description:

The course focuses on an in- depth study of the theory of media effects on the individual. It studies communication in the context of theories of behavior, memory structure, memory activation, dual process cognition models, and media effects.

21 Course aims and outcomes:

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A- Aims: (PLOs)

1. Equip students with the tools, techniques and concepts that are required to manage negotiations successfully in a variety of situations including contracts, sales, project management, Media, and health.
2. Expose students to issues and problems that inevitably arise in international business with culturally determined differences across cultural boundaries of language, style and values.
3. Demonstrate knowledge and skills needed to understand the ways in which language is used social context, in politics, and in media, and Compare and critique ideologies as realized by discourse of various institutions and cultures.
4. Demonstrate ability to upgrade professional and academic standing in discourse studies, linguistics, semiotics, and / or intercultural communication.
5. Develop a solid foundation in the discipline area whilst also having the flexibility to pursue specific research interest.
6. Apply theoretical / critical communication perspectives in everyday life.
7. Demonstrate an understanding of the interrelationship between communication and culture.
8. Apply ethical standards for communication behavior.

B- Intended Learning Outcomes (ILOs):

Upon successful completion of this course, students will be able to:

No .	Course Learning Outcomes	Program Outcomes										Assessment Tools									
		1	2	3	4	5	6	7	8			1	2	3	4	5	6	7	8	9	10
1	Apply specific paradigms for critical thinking to mass communication issues.	X			X											X					
2	Justify the decision for resolving moral or ethical mass communication dilemmas.		X				X		X				X	X	X			X			
3	Determine validity of sources and research techniques.		X			X		X	X										X	X	X

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	2.2	Functions of communication	1 3	Face to Face lecture	Students presentation	Main text book
	2.3	Mass media concept	1 3	Face to Face lecture	Students presentation	Main text book
3	3.1	Types of mass media	1 3	Face to Face lecture	Students presentation	Main text book
	3.2	Mass communication media formats	1 2	Face to Face lecture	Students presentation	Main text book
	3.3	History of radio	4 5	Face to Face lecture	Students presentation	Main text book
4	4.1	History of television	4 5	Face to Face lecture	Students presentation	Main text book
	4.2	Nature and characteristics of broadcast program	4 5	Face to Face lecture	Students presentation	Main text book
	4.3	Types of camera	4 5	Face to Face lecture	Students presentation	Main text book
5	5.1	Types of microphone	4 5	Face to Face lecture	Students presentation	Main text book
	5.2	Newspaper in Africa and Modern Technology of Communication	1 4	Face to Face lecture	Students presentation	Main text book
	5.3	Functional Displacement Theory	1 4	Face to Face lecture	Students presentation	Main text book

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6	6.1	New Media Theory	1 4	Face to Face lecture	Students presentation	Main text book
	6.2	What is news?	1 4	Face to Face lecture	Students presentation	Main text book
	6.3	Journalism, news reporting and reporter	4	Face to Face lecture	Students presentation	Main text book
7	7.1	Revision				
	7.2	Revision				
	7.3	Midterm				
8	8.1	Job description of a reporter	1 3	Face to Face lecture	Students presentation	Main text book
	8.2	Methods / source of newsgathering	1 3	Face to Face lecture	Students presentation	Main text book
	8.3	Other sources of news	1 3	Face to Face lecture	Students presentation	Main text book
9	9.1	Interviewing	5	Face to Face lecture	Students presentation	Main text book
	9.2	Types of news	4 5	Face to Face lecture	Students presentation	Main text book

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	9.3	The lead	4 5	Face to Face lecture	Students presentation	Main text book
10	10.1	Rules of good lead	4 5	Face to Face lecture	Students presentation	Main text book
	10.2	Qualities of good reporter	4 5	Face to Face lecture	Students presentation	Main text book
	10.3	Personal traits	1 2	Face to Face lecture	Students presentation	Main text book
11	11.1	Defamation and its Defenses	1 2	Face to Face lecture	Students presentation	Main text book
	11.2	Journalistic Ethics and media code	5 6	Face to Face lecture	Students presentation	Main text book
	11.3	Media research: Traditional ways of knowing	5	Face to Face lecture	Students presentation	Main text book
12	12.1	Stages in the Development of Mass Media Research	1 2	Face to Face lecture	Students presentation	Main text book
	12.2	Process of Research and Procedures	3 4	Face to Face lecture	Students presentation	Main text book
	12.3	Survey Instruments	1 5	Face to Face lecture	Students presentation	Main text book
13	13.1	Questionnaire and Interview Schedules	1 5	Face to Face lecture	Students presentation	Main text book
	13.2	Interview in Media Research	1 5	Face to Face lecture	Students presentation	Main text book

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	13.3	Methods of Data Collection in Survey	1 5	Face to Face lecture	Students presentation	Main text book
14	14.1	Participant Observation (P.O)	2	Face to Face lecture	Students presentation	Main text book
	14.2	Reasons for the Choice of Participant Observation	2	Face to Face lecture	Students presentation	Main text book
	14.3	Reasons for the Choice of Participant Observation	2	Face to Face lecture	Students presentation	Main text book
15	15.1	Class Discussion				
	15.2	Class Discussion				
	15.3	Final Exam				

- **Teaching methods include:** Synchronous lecturing/meeting; Asynchronous lecturing/meeting; discussion
- **Assessment methods include:** 1. quizzes, 2. assignments, 3. midterm, 4. projects, 5. interview, 5. case studies, 6. presentation, 7. role play scenarios for negotiation skills 8. Term papers, 9. student portfolio, 10. final exam

23 Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	Intended Learning outcome	Period (Week)	Platform
Class presentations	10%	Indicated in weekly schedule	1 5	All weeks as indicated in the weekly schedule	In class
End of term discussions	5%	role play scenarios for negotiation skills	2 3	Week 15	In class
Midterm Exam	30%		4 5	Week 7	In class

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Extended Essay	15%	Negotiation Free topics	5 5	Week 15	In class
Final Exam	40		3 4 5	Week 15	In class

24 Course Requirements

Students should have a computer, internet connection, webcam, and account on a Microsoft Teams.

25 Course Policies:

Regular and punctual attendance is expected and desired. Unexpected absences will have their repercussions reflected in the grade. Students who miss their presentations will affect the course of the lecture, and so will not be given a second chance. Presenters will only be excused if they inform the lecturer at least one week in advance, with a relevant excuse, in time to prepare the next presenter to take their place. Students are only allowed up to three absences with accepted excuses, after which they will have to drop the course.

26 References:

Main text book:

Lawal Maradun, Introductory text to Mass communication, Sunal Publishers, Kaduna 2016

Articles:

Rashmi Luthra JOURNALISM AND MASS COMMUNICATION: THE MAKING OF MEANING, JOURNALISM AND MASS COMMUNICATION JOURNALISM AND MASS COMMUNICATION

<https://www.eolss.net/ebooklib/ebookcontents/E6-33-ThemeContents.pdf>

Journal of Mass Communication & Journalism, n Journal of Mass Communication and Journalism · January 2017

https://www.researchgate.net/publication/317051842_Journal_of_Mass_Communication_Journalism

27 Additional information:

28. Rubric for presentation tasks:

Criteria	10	8	6	4	2-0
Subject Mastery	Full knowledge of the topic is demonstrated and any questions from the audience are correctly answered and explained. A thesis is presented.	Understanding of the topic is demonstrated and most of the questions from the audience are answered correctly. A thesis is presented.	The content shows some understanding and comprehension of the topic, but questions from the audience aren't answered correctly. A thesis is somewhat presented.	The presentation has some information about the topic, but is mostly based on clichés and basic knowledge. No thesis is presented.	The presentation doesn't show any knowledge of the topic, it's short and has basic or no foundation. No thesis is presented.
Organization	It is presented in a logical, interesting sequence, and effective way that can be followed easily.	It is presented in a logical sequence which can be followed fairly easily.	The presentation is somewhat difficult to follow but the general idea and timeline is understood.	The presentation is difficult to follow because it jumps back and forth and it is difficult to understand.	The presentation has no sequence of information and is not understood.
Delivery	Maintains eye contact, doesn't read from notes, speaks loud with inflection, pronounces all words correctly, and is very effective and engaging.	Maintains eye contact throughout, rarely reads from notes, speaks with inflection, pronounces most words correctly, and is somewhat effective and engaging.	Maintains eye contact, reads from notes occasionally, speaks loud enough, pronounces some words correctly, and is somewhat effective and engaging.	Occasional eye contact, mostly reads from notes, speaks quietly and mispronounces.	No eye contact is made, reads from notes, a lot of mumbling and mispronunciation, and speaks quietly.
Creativity	Presentation is unique and innovative, with visual aids that are effectively used to	Presentation's information is highlighted with visual aids that are used in an interesting	Presentation is interesting, but unoriginal and there's a presence of visual aids that somewhat	Presentation is not unique or interesting, but uses of visual aids in a somewhat interesting	There is no true focus which leads to poor or no creativity. There are no visual aids.

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	support or demonstrate the content. The focus chosen is original and inspired.	way. The focus chosen is original.	support the content. The focus chosen is somewhat interesting, but obvious.	way. Little or no interest is conveyed in the focus chosen.	

Name of Course Coordinator: AseelZibinSignature: ----- Date: -----

Head of Curriculum Committee/Department: ----- Signature: -----

Head of Department: ----- Signature: -----

Head of Curriculum Committee/Faculty: ----- Signature: -----

Dean: ----- Signature: -----