

## COURSE SYLLABUS FORM

American University of Beirut  
Faculty of Arts and Sciences  
Department: Social & Behavioral Sciences (SBS)  
**SBS 244: Mass Media and Society**

### 1. Course Learning Outcomes

The purpose of this course is to gain a comprehensive understanding of the field of mass communication and its various applications in contemporary society, particularly the Lebanese society. It includes an overview of the field and a discussion of the mass media industries and the consequences of media messages on individuals, society, and culture.

This course consists of lectures, reading assignments in the texts, class discussions in which you are expected to participate; and a mid-term and a final exam.

### 2. Resources Available to Students

The course will be conducted in a way that students can understand and appreciate what they have learned about the communication media, with an emphasis on the Lebanese. The professor will lecture and raise issues for discussion during class meetings. To be able to participate meaningfully in class discussions the students are expected to regularly monitor the Lebanese mass media.

*Text: Understanding Mass Communication*, Seventh edition, (Houghton Mifflin), by M. DeFleur and E. Dennis. Supplemented by handouts on the Lebanese media

### 3. Grading Criteria

Grades will be based on the professor's evaluation of: 1. class attendance and participation, 2. class discussions, 3. mid-term exam and 4. final exam. The professor may give different weights to the different performances depending on his evaluation of the development in the student's learning experience in the course. This may lead to an uncomfortable ambiguity. Perhaps it can counter that popular myth that university life isn't a "real" life.

### 4. Schedule

1. Mass Communication and Mass Media, DeFleur Chap. 1.
2. Media Issues and Influences, DeFleur Chaps. 14 and 15
3. The Print Media, DeFleur Chaps. 3, & 9
4. The Lebanese Press, Dajani, handout

#### MID-TERM EXAM

5. The Electronic Media, DeFleur Chaps. 6, 7 and 8.
6. The Lebanese Radio & TV, Dajani, handout
7. Popular Culture, DeFleur Chap. 10
8. Media Ethics, DeLeur Chap.16

## **5. Course Policy**

All students are requested to turn in, at the beginning of every month, a typewritten one paragraph (30-40-word **(not more)** summary notes) on a **development in the Arab mass media as reported by a mass medium** (newspaper, magazine, website, etc..). Each "note" should identify and report on one new item on a topic in mass communications. The purpose is to provide information on important items about mass communications that might not otherwise readily come to the attention of students.

Students may opt to attempt increasing their final grade (by a maximum of 5 points) by turning in a short paper or a book review that **may or may not** improve their final average, depending on the quality of the paper.. Students who score less than 60 in the mid-term will not be given this option.

Attendance is mandatory. The professor regularly takes attendance. Students who absent themselves more than one fifth of the class sessions will be automatically dropped.

Students who are in the habit of missing classes are advised not to enroll in this course.