

خطة مادة دراسية

Course Syllabus

Year : 2014/2015

Semester : I

Course No.	Course Title	Prerequisite	Co-requisite	Credit Hours
409745	Media Topics in English (MA)	--	--	3

Instructor's Name	e-mail	Office No.	Office ext.	Office Hours
Prof. Ahmad Kotob	akotob@uop.edu.jo	06323	6323	Sun., Tues., Thurs., 11:00-12:00

Coordinator's Name: (if applicable)	N/A
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Course Description	This course is designed to address three important media topics: (a) The role of media in society; (b) Writing News; (c) News Translation. It exposes the students to up-to-date media English texts with a view to familiarizing them with the most-frequently used terminology; enhancing their knowledge of concepts and techniques; upgrading their translation as well as news writing skills.
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Course Objectives

- To familiarize the students with the most-frequently used Media English terminology
- To enhance their knowledge of Media concepts and techniques
- To develop their translation skills
- To upgrade their news writing skills
- To understand English news items, reports, and commentaries
- To understand English newspaper and magazine articles

Course Intended Learning Outcomes (ILOs) and their Alignment with Program ILOs:

Upon successful completion of this course, students are expected to achieve the following learning outcomes:

1. Comprehension of English news paper and magazine articles
2. Understanding of English news items, reports, and commentaries
3. Ability to write news competently
4. Familiarity with Media English terminology
5. Ability to translate Media English texts into Arabic
6. Mastery of concepts and techniques

Course Schedule:

Week	Topics	Topic Details	Reference
1	Introduction	Overview of the course; Defining the Media	Compiled materials
2	Media History	The Development of Media Western Culture Since the Reinvention of Printing	=
3	Media Determinants	The Three Most Important Social Factors Determining Key Media Characteristics	=
4	Media Studies	Why study the Media? Arguments for and Against	=
5	Historical Views of the Media	The Two Love-Hate and Good-Bad Views	=
6	Fears about the Use of the Media	Fears about the Media's Influence on Morals and Health	=
7	Fears about the Use of the Media	Fears about the Media's Influence on Culture, Contemporary consumerism and Advertising	=
8	Translation	Translation of English Texts Drawn from the Jordan Times into Arabic I	=
9	Translation	Translation of English Texts into Arabic II	=
10	Translation	Translation of English Texts into Arabic III	=
11	Writing News	The Structure and Content of News Stories; The Principle of KISS AND TELL	=
12	Writing News	All the Ws; Inverted Triangle	=
13	Writing News	Writing Intros : Structure and What to Avoid	=
14	Writing News	Writing a News Story: Structure and Order	=
15	Revision	General Review of the Course	

Assessment Methods:

Assessment method	Grade	Comments
Midterm	30%	Written
Assignments	15%	Written
Class Participation	15%	Oral
Final	40%	Written
Total	100	

Teaching method	Contact Hours	Assessed through	ILOs numbers
Communicating Information	18	Midterm/Final	1, 4, 5, 6
Interactive (Class Discussion)	18	Midterm/Final Class Participation	1, 2, 5
Out-of-class Assignments	9	Assignments	3, 4, 5,

Learning References:

1- Textbook:
Compiled materials and handouts.
2- References:
O'Shaughnessy, Michael, and Jane Stadler, <u>Media and Society</u> , 5 th ed., Australia and New Zealand: OUP, 2012.
Pape, Susan, and Sue Featherstone, <u>Newspaper Journalism: A Practical Introduction</u> , London: Sage Publication, 2005.
Carey, James W., <u>Communication As Culture: Essays on Media and Society</u> , London: Routledge, 2012.
3- Other Resources:
WWW.jordantimes.com
The Jordan Times

Course Policies¹

- Attendance Policy: University regulations apply to attendance.
- Academic Honesty: Academic dishonesty is an unacceptable mode of conduct, and will not be tolerated in any form at University of Petra. All persons involved in academic dishonesty and plagiarism in any form will be disciplined in accordance with University rules and regulations.

Approved by	Name	Date	Signature
Course teacher	Prof. Ahmad Kotob	/ /2014	
Faculty Dean			

¹ Additional information may be added in this section according to the nature of the course.

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