

# SCHOOL OF ARTS AND SCIENCES

## Bachelor of Arts in Mass Communication

The Bachelor of Arts degree in Mass Communication provides students with a high-quality education in line with emerging market trends in the media industry within the UAE, the Middle East, and the world. Rapid advancements in the field of communication and new media have created demand for qualified professionals and leaders who possess the knowledge to address global issues and, by so doing, shape the future of the media industry.

***The Bachelor of Arts in Mass Communication is overseen by the School of Arts and Sciences and is designed to satisfy QF Emirates Level 7 requirements.***

### **Program Mission**

The Bachelor of Arts in Mass Communication with concentrations in Digital Media or Public Relations will produce competent graduates with the ability to apply both knowledge and skills of their area of concentration to engage in research to benefit the community and the nation, to ensure quality in the learners' professional lives.

### **Program Educational Objectives**

The goals and objectives of the Bachelor of Arts in Mass Communication are simultaneously aligned with the mission statement of the university and seek to achieve the objectives embedded in the university mission.

### **The Goals of the Mass Communication Program are to:**

1. Provide the student with a broad and deep knowledge about the study of communication, the similarities and differences between communication delivery modes, including their structure, processes, an ethical practice thereof, and the significance in social and professional uses;
2. Foster an understanding of the interdisciplinary nature and the cultural, ethical, and historical contexts of human communication;
3. Enhance the student's proficiency in research skills, the use of technology and media, critical thinking, creativity, and analytical abilities to pursue knowledge independently in the pursuit of advanced higher education;
4. Produce graduates who possess advanced practical and interpersonal skills that are grounded in truth and ethically practiced who demonstrate the capacity to establish and evaluate communication relationships in order to lead and serve the community; and
5. Produce responsible and competent professionals with practical skills, social commitment, and ethical standards that satisfy the demands of employment in the UAE, the region, and the world.

### **Program Learning Outcomes**

AURAK Mass Communication graduates should demonstrate the ability to:

1. Explain communication theory and demonstrate applications of relevant theoretical concepts for different mass communication fields;
2. Recognize key skills and employ contemporary tools for communicating effectively in realistic media environments;
3. Utilize appropriate messages and techniques for communicating effectively;
4. Apply research methodologies and models and implement these in communication work;

5. Identify factors characterizing the global nature of modern media systems;
6. Distinguish cultural issues in planning various forms of communication; and
7. Analyze principles of ethics, fairness, and regulation as they relate to media practices.

#### **Goals for the Digital Media Concentration**

The goals of the Digital Media Concentration are to:

1. Provide a strong foundation in the theoretical principles, approaches, techniques, and practices of communication through digital media;
2. Produce graduates that have proficiency in communication and communication delivery modes that is applicable in diverse contexts;
3. Enhance the student's proficiency in research skills by developing their critical thinking skills, creativity, analytical abilities, and their ability to work with communication technology and communication media; and
4. Produce responsible professionals competent in communication in digital media who satisfy the demands of employment and the needs of the community in the UAE and the wider region.

#### **Program Learning Outcomes for the Digital Media Concentration**

Upon completing the Bachelor of Arts in Mass Communication with a concentration in Digital Media, graduates will demonstrate the ability to:

1. Employ convergent technologies for production and expression of communication pieces for news, documentaries, entertainment, and persuasive communication; and
2. Apply latest trends in multimedia practices and uses for professional digital communication to a local or international context.

#### **Goals for the Public Relations Concentration**

The goals of the Public Relations Concentration are to:

1. Foster an understanding of the interdisciplinary nature and the historical and cultural contexts of human communication in English and in another modern language in all public relations roles;
2. Enhance the learner's proficiency in research skills, the use of technology and the media, critical thinking, creativity, and analytical abilities to pursue public relations communication knowledge independently in advanced higher education;
3. Demonstrate how contemporary public relation approaches and strategies may be used to improve communication with the audience in both public and private spheres;
4. Listen to and to speak, and to read and write public relations texts thoughtfully and to demonstrate an ability to support any communication with truthful and honest responses that increase the trust of the audience; and
5. Write effective public relations texts and to create public relations in media.

#### **Program Learning Outcomes for the Public Relations Concentration**

Upon completing the program in Mass Communication with a concentration in Public Relations, graduates will demonstrate the ability to:

1. Discuss the characteristics of unique publics and design strategies to best establish symmetrical relationships with them; and
2. Summarize modern principles of public relations practices and analyze how these can be used in the UAE and globally.

### Degree Requirements

To earn a BA degree in Mass Communication, students must satisfactorily complete at least 120 approved credits, fulfill all the requirements for the BA in Mass Communication degree, and achieve a GPA of 2.00 or higher.

Thirty-one credit hours from approved courses are required to fulfill the general education requirements. Thirty-five credit hours from the program's core courses are similarly required. The BA in Mass Communication offers concentrations in Digital Media and Public Relations; these courses are offered in the second, third, and fourth years of study. Students complete eighteen credits in their concentration, an additional fifteen credits through the completion of concentration electives, and then fifteen credits in free electives. After completing 90 credits, students are required to complete an internship (3 credit hours) which is required for their concentration (Digital Media or Public Relations).

Students also take an Arabic for Media course. This three credit-hour course is offered in two versions: one for native-Arabic Speakers and a one for non-native Arabic speakers. No native Arabic speaker is permitted to take Arabic courses that are designed for non-native learners.

The BA degree in Mass Communication is designed to be completed in four years, assuming students do not interrupt their study. Students who withdraw or take a leave of absence from the program must meet requirements for returning that are outlined in the AURAK Catalog. Students must meet specific standards to progress, as well as the maximum time allowed to complete the program, which are also detailed in the catalog. If a degree is not completed within a period of six years, all coursework in the major will be re-evaluated for its current relevance.

### BA MASS COMMUNICATION DEGREE COMPLETION REQUIREMENTS

The Bachelor of Arts in Mass Communications degree requires the completion of the following requirements:

Requirement	Credits
I. University General Education Requirements	31
II. Program Core Course Requirements	35
III. Concentration Course Requirements: Digital Media or Public Relations	18
IV. Mass Communication Electives	15
V. Free Electives	15
VI. Arabic for Media (native speaking or non-native speaking)	3
VII. Internship	3
<b>Total</b>	<b>120</b>

#### University General Education Requirements

**31 Credits**

The program requires completion of the General Education Component. For information relating directly to the General Education requirements, please review the catalog section entitled, "General Education

Component.” You must speak with your advisor to ensure that the General Education Component requirements are satisfied. ***The fifth writing intensive course for the BA in Mass Communication is COMM 450 Selected Topics in Communication.***

Course Code	Title	Credits
ARAB 101 OR ARAB 110	Arabic Language and Culture for Non-Native Learners I OR Arabic Language and Culture for Native Arabic Speakers I	3
ENGL 101	Composition ( <b>Writing Intensive</b> )	3
ITEC 103	Fundamentals of Information Technology	3
UNIV 100	University First-Year Transition	1
UNIV 200	Innovation, Entrepreneurship, and Sustainability ( <b>Writing Intensive Course</b> )	3
PHIL 100 OR ENGL 200	Critical Thinking and Reasoning ( <b>Writing Intensive</b> ) OR Advanced Composition ( <b>Writing Intensive</b> )	3
MEST 100	Introduction to Islam in World Culture ( <b>Writing Intensive</b> )	3
UAES 200	Survey of United Arab Emirates Studies	3
Gen Ed Course	Social and Behavioral Science Course	3
Gen Ed Course	Mathematics Course	3
Gen Ed Course	Natural Science Course	3

#### Program Core Course Requirements

**35 Credits**

Course No.	Title	No. of Credits
COMM 111	Introduction to Mass Communication	3
COMM 112	Introduction to Public Relations	3
COMM 113	Introduction to Digital Media	3
COMM 212	Media Writing	3
COMM 215	Feature Writing	3
COMM 222	Intercultural Mass Communication	3
COMM 223	Globalization and Media Culture	3
COMM 311	Media Law and Ethics	3
COMM 321	Theories of Media Communication	3
COMM 391	Communication Research Methodology	2
COMM 492	Mass Media and Public Opinion	3
COMM 450	Selected Topics in Communication (Writing Intensive)	3

#### Concentration Course Requirements

##### Concentration in Digital Media

**18 Credits**

Course No.	Title	No. of Credits
COMM 214	New Media and Digital Culture	3
COMM 224	Visual Storytelling	3
COMM 323	News Reporting	3
COMM 334	Broadcast Journalism	3
COMM 423	Interactive Multimedia	3

COMM 424	Capstone: Multimedia Storytelling	3
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#### Concentration in Public Relations

**18 Credits**

Course No.	Title	No. of Credits
COMM 213	Public Relations Writing	3
COMM 334	Broadcast Journalism	3
COMM 337	Public Relations Cases	3
COMM 344	Public Relations & Event Management	3
COMM 421	Social Media: Audiences and Messages	3
COMM 427	Capstone: Public Relations Campaigns	3

#### Mass Communications Electives

**15 Credits**

Course No.	Title	No. of Credits
COMM 221	Communication Analysis and Criticism	3
COMM 225	Visual Communication and Digital Photography	3
COMM 226	Graphic Communication Design and Print Production	3
COMM 227	Film and Video Editing	3
COMM 322	Digital Resources and Content	3
COMM 422	Streaming Media, Podcasting and Radio Production	3
COMM 425	Media Management and Entrepreneurship	3

\* Note: Students may choose one course from the other concentration as an elective course.

#### Modern Language Competency Requirement

**3 Credits**

##### Arabic for Non-Native Arabic Learners

Course No.	Title	Prerequisites and Corequisites	No. of Credits
ARAB 211	Arabic for Media: Non-Native Speakers	ARAB 101	3

##### Arabic for Native Arabic Learners

Course No.	Title	Prerequisites and Corequisites	No. of Credits
ARAB 210	Arabic for Media: Native Speakers	ARAB 110	3

#### Free Electives

**15 Credits**

#### Internship

**3 Credits**

Course No.	Title	No. of Credits
COMM 390	Internship	3

**TOTAL PROGRAM COURSE REQUIREMENTS = 120 CREDIT HOURS**

**B.A. Degree in Mass Communication with Concentration in Public Relations  
(Four-Year Schedule)**

Year 1 Semester 1			Year 1 Semester 2		
Course No.	Description	CR	Course No.	Description	CR
COMM 111	Introduction to Mass Communication	3	COMM 112	Introduction to Public Relations	3
ENGL 101	Composition	3	COMM 113	Introduction to Digital Media	3
ITEC 103	Fundamentals of Information Technology	3	MEST 100	Introduction to Islam in World Culture	3
UNIV 100	University First-Year Transition	1	UNIV 200	Innovation, Entrepreneurship, and Sustainability	3
ARAB 101 OR ARAB 110	Arabic Language and Culture for Non-Native Learners I OR Arabic Language and Culture for Native Arabic Speakers I	3	PHIL 100 OR ENGL 200	Critical Thinking and Reasoning OR Advanced Composition	3
Gen Ed	Social and Behavioral Science	3			
Subtotal =		16	Subtotal =		15
Year 2 Semester 1			Year 2 Semester 2		
Course No.	Description	CR	Course No.	Description	CR
COMM 212	Media Writing	3	COMM 215	Feature Writing	3
COMM 222	Intercultural Mass Communication	3	COMM 223	Globalization and Media Culture	3
	Mass Communication Elective	3	COMM 213	Public Relations Writing	3
UAES 200	Survey of United Arab Emirates Studies	3		Mass Communication Elective	3
Gen Ed	Mathematics Course	3	ARAB 210 OR ARAB 211	Arabic for Media: Native Speakers OR Arabic for Media: Non-Native speakers	3
Subtotal =		15	Subtotal =		15
Year 3 Semester 1			Year 3 Semester 2		
Course No.	Description	CR	Course No.	Description	CR
COMM 311	Media Law and Ethics	3	COMM 391	Communication Research Methodology	2
COMM 321	Theories of Media Communication	3	COMM 334	Broadcast Journalism	3
COMM 337	Public Relations Cases	3	COMM 344	Public Relations & Event Management	3
Gen Ed	Natural Science Course	3		Free Elective	3
	Mass Communication Elective	3		Free Elective	3
Subtotal =		15	Subtotal =		14
Year Three, Summer Semester					
Course No.	Description	CR			
COMM 390	Internship for Mass Communication	3			
Year 4 Semester 1			Year 4 Semester 2		
Course No.	Description	CR	Course No.	Description	CR
COMM 492	Mass Media and Public Opinion	3	COMM 427	Capstone: Public Relations Campaigns	3
COMM 421	Social Media: Audiences and Message	3		Free Elective	3
COMM 450	Selected Topics in Communication (Writing Intensive)	3		Free Elective	3
	Mass Communication Elective	3		Mass Communication Elective	3
	Free Elective	3			
Subtotal =		15	Subtotal =		12
TOTAL CREDIT HOURS 120					