

GS 434 MASS MEDIA & SOCIETY

Introduction Class



Dr. Muhammad Saeed

INTRODUCTION



INTRODUCTION



COURSE OUTLINE

- ☐ Course Overview
- ☐ Course Objectives
- ☐ Course Outcomes
- ☐ Course Content
- ☐ Assessments and Exams
- ☐ Rules For Online Class and Exams
- ☐ Instructor's Information and Office Hours



COURSE OVERVIEW

- * This course introduces mass media and its importance in the contemporary world.
- * It explains different concepts, business models, types, and functions of mass media.
- * It will enable students to critically examine the theories of mass media and media's role in society and culture including cultural transmission and cultural intrusion.
- * It will help students analyze media's use in the framing of issues as well as media power and its various effects.
- * It will also introduce different ideas related to marketing through the use of mass media.

COURSE OVERVIEW – contd.



- Due to the complex scenario of mass media in the modern world, the course will also analyze several issues pertinent to governing mass media such as law, ethics, objectivity, and control.
- It will also discuss current and future trends in mass media. Students will also be facilitated to explore the history and development of mass media in the Middle East.

COURSE OBJECTIVES

1. Introduce students to the terms and concepts of mass media and mass communication.
2. Help students to explore the theoretical perspectives that underpin the social, cultural, economic, and legal influences of mass media in society.
3. Enable students to delineate the background and implications of current changes within the global mass media industry and the global media network connectivity.
4. Assist students to highlight the development of mass media in the Middle East.
5. Help students develop lifelong learning in critical thinking, analytical, and effective communication skills.

COURSE OUTCOMES

Knowledge and Understanding

1.1. Explain the types of mass media.

Skills

2.1. Develop critical thinking by discussing the influence of mass media on public opinions and behaviors.

2.2. Critically analyze the goals, messages, and values of mass media.

2.3. Analyze the interactions between mass media and social, cultural, political, and economic structures.

2.4. Effectively communicate the structure and operation of mass media in the Middle East and other regions of the world.

Values

3.1. Objectively evaluate different viewpoints in the ethical and philosophical issues that arise in media culture by adopting the approach of a lifelong learner.

COURSE MATERIAL

Textbook:

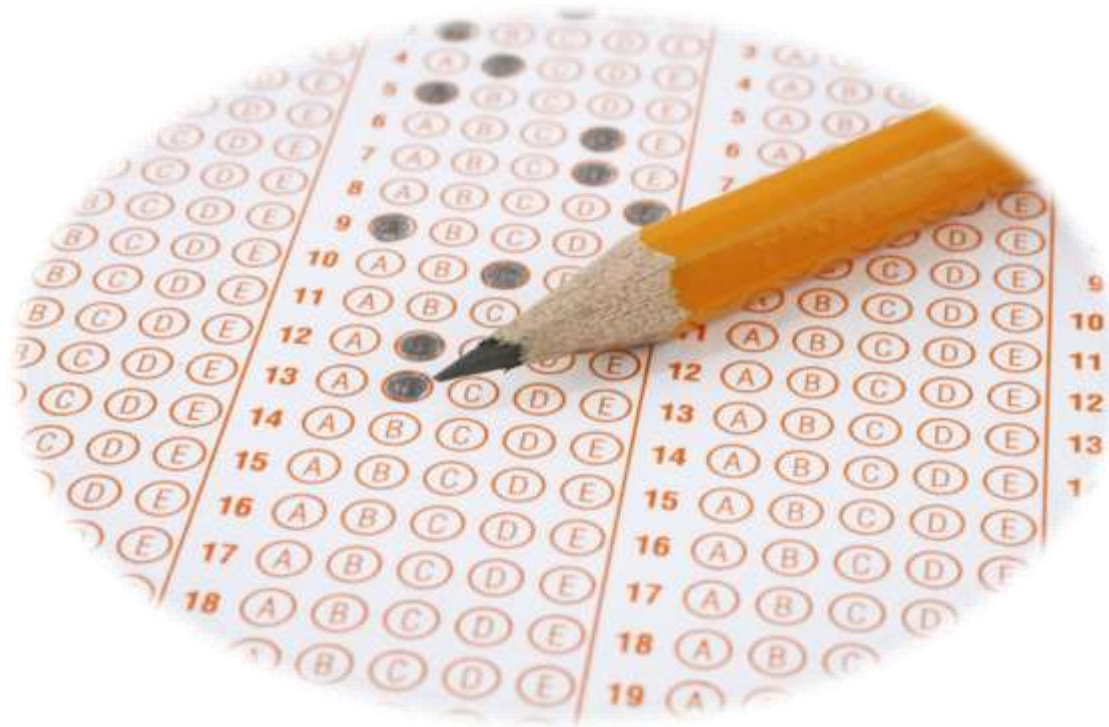
Biagi, Shirley. (2019). *Media//Impact: An Introduction to Mass Media*, Custom Edition. Boston, MA: Wadsworth Cengage Learning.

- ☐ Some lectures will be based on slides which will be uploaded on Blackboard. Always download the latest versions of the slides.
- ☐ Use **Right Click + Synonyms** feature in PowerPoint or search Google for additional help regarding vocabulary.
- ☐ Some video links will be also provided in Course Contents on Blackboard for educational purposes.

COURSE OUTLINE

1	Introduction to Mass Media
2	Theories of Mass Media
3	Types and Function of Mass Media
4	Media, Society, and Culture
5	Media Effects
6	Mass Media and Marketing
7	Issues Governing Mass Media
8	Current and Future Trends in Mass Media
9	History and development of Mass Media in the Middle East

ASSESSMENTS AND EXAMS



Midterm exam: (9 th Week)	25%
Final Exam (Will be announced by the registrar)	30%
Individual Presentations on Topics Relevant to Mass Media	10%
Quizzes --- five quizzes *2 points for each quiz	10%
Group Tasks/activities, discussion, and Home Assignments	10%
Active class participation	5%
Attendance <ul style="list-style-type: none"> 1 point deducted for late coming twice (0.35 deduction for late coming---joining class after 5 minutes to 9 minutes of the class start time will be considered late) 9 Absences in UTR/7 Absences in MW will lead to DN. 	10%

STANDARD GRADES

Points	Grade	Points	Grade	Points	Grade
95 – 100	A+	80 – 84	B	65 – 69	D+
90 – 94	A	75 – 79	C+	60 – 64	D
85 – 89	B+	70 – 74	C	0 – 59	F

RULES!

1. You SHALL!
2. You WILL!
3. You MUST!

RULES FOR ONLINE CLASS

1. Use the official textbook from the KFUPM Bookstore only.
2. Meetings outside scheduled Office Hours are by appointment via email or MS Teams.
3. Electronic devices are prohibited in class unless specified by the instructor for tests or activities.
4. Grades, classroom locations, and exam details may change per KFUPM/GS Department policies.
5. Attendance is mandatory from the first class.
6. Attending other sections is not permitted.
7. Arriving 10 minutes late results in a 0.5-point deduction; over half-class late marks as Absent.

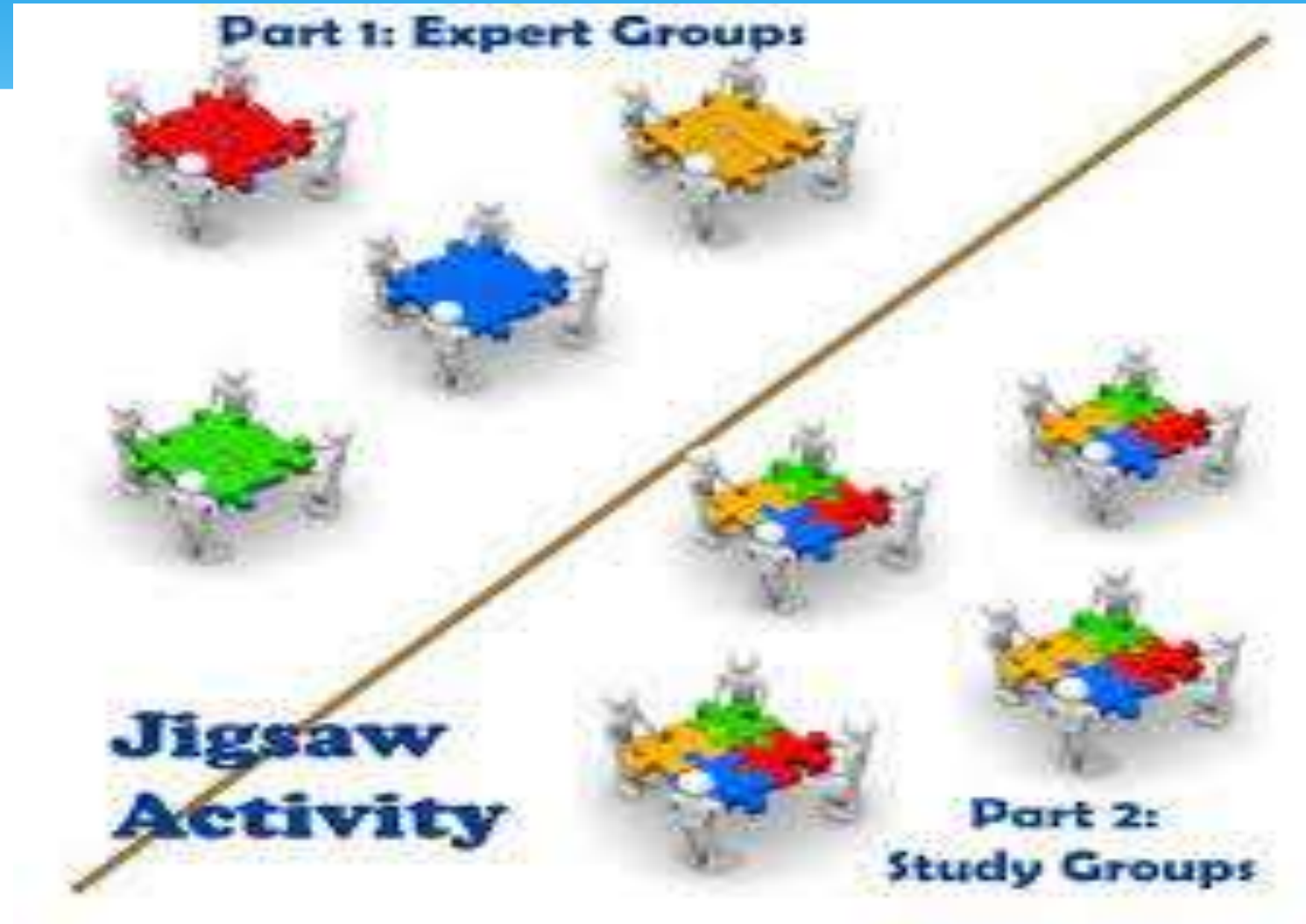
RULES FOR THE CLASS/EXAMS – CONTD.

- 8. 1 Absence deducts 1 point for MW/UT classes or 0.75 points for UTR classes.
- 9. 7 Absences in MW/UT or 9 in UTR classes result in DN; refer to University policies.
- 10. Attendance records won't be altered if you forget to sign or respond before leaving.
- 11. Attendance is crucial in the first and last week of classes and before/after breaks.
- 12. Only official University excuses are accepted, submit by the last class day.
- 13. For exam timing conflicts, request accommodation from your other instructor.
- 14. Electronic devices are banned in exams; allowed for specific online tasks per instructor.
- 15. Physical presence is required for graded activities; follow guidelines for exceptions.

RULES FOR THE CLASS/EXAMS – CONTD.

16. Bring your KFUPM ID for exams and assessments.
17. No late entry after 10 minutes for exams; as announced for in-class assessments.
18. No bathroom breaks during exams or assessments.
19. Midterm and final exams allow leaving only after half-time, as announced.
20. Make-up exams require an official excuse, submitted 24 hours prior; zero grade without it.
21. Assignments with 20%+ plagiarism get a zero; refer to the KFUPM handbook.
22. AI use may be allowed or encouraged; acknowledge properly and follow academic integrity.
23. Exam grades may be available in five business days; presentation grades after all submissions.
24. No grade change requests will be entertained; maintain your GPA.

Class Group Activities/Presentations



Procedure and instructions for the group tasks/ discussion/presentation:

- * Every student must thoroughly read the tasks and then should focus on the task assigned to his group.
- * The group activities are divided into three steps; each step consists of 20 minutes. That is:
- * **Step #1:** Intra-group discussion among the group members (group moderator **mark in RED** has to supervise and engage students in the debate). The moderator would try to engage every student in the discussion/presentation during step # 1.
- * **Step # 2:** inter-group and reshuffling of groups (Students **marked in GREEN** will go to their assigned group after 20 minutes).
- * **Step # 3:** Presentation of the group moderator/presenter from each group to class from 3 to 5 minutes.

INSTRUCTOR'S OFFICE HOURS

Dr. Muhammad Saeed

Office: Building 17, Room 122

Phone: 7875

Email: msaeedpk@kfupm.edu.sa

Office Hours: Monday and Wednesday (2:00pm to 4:00pm)



Thanks

Any Questions?