

**Bayan College – Muscat , Sultanate of Oman :**

**Instructor : Wafa Al Buraiki**

**Global Media and Digital Literacy:**

**Course Description:**

This subject discovers the characteristics of media through the ideologies of social, cultural and political issues among nations across the globe. This will add in examining the student through developing an analysis and research on every media model.

Time (Duration): Spring Semester – Class (2 days / week) in 16 Weeks.

**Pre-requisite:**

COM100: Introduction to Communication

**Course Objectives:**

- To gain literacy on the tools of communication that is used in the media.
- To find the importance and effects of media in various societies around the world.
- To learn the role of news in reaching to public sphere.
- To aware the youth on the risks and danger of consumerism.
- To expose the reality of media usage among youth.

**Learning outcomes**

- The result of the course would be in creating a student, who is able to research, value and analysis the global media issues.
- The student should be able to understand the concepts and language used in reporting news.
- The student will have a clear visual communication method in translating the media messages.
- He/She should know how to explain the dialogues, scenarios or scenes, which enforces influential causes.

**Assessment:**

**20 % - Research / Analysis on media models. ( Submission - Week 11 )**

**30% - Mid- Term Examination – Week 8**

**50 % Final Examination – Week 16**

## **Global Media and digital Literacy:**

### **Topics:**

**Week 1: Day 1: Introduction on the subject**

**Day 2: Media Literacy (Definition, and importance)**

**Week 2: The different approaches to media and digital literacy education.**

**Week 3: Media and Human rights in the Arab world**

**Week 4: Media and Family orientation**

**Week 5: The propaganda in the Western vs. Middle Eastern Media**

**Week 6: Media and Business**

**Week 7: News Construction – the influences of news construction**

**Week 8: Mid – Term (30 % Examination)**

**Week 9: The image of Omani identity in the Media**

- Culture, Values and Customs
- Career development : Jobs and training

**Week 10: The Stereotypes on: Drugs, Gender and Violence in the Arab Media.**

**Week 11: Assignment submission 30 %**

**Week 12: Rumor management and information verification**

**Week 13: Day 1: Lecture: Analysis on Social Media sites: Twitter, Facebook..etc**

**Day 2: Workshop: Verification and analysis**

**Week 14: Social media, revolution, privacy and surveillance in the digital age.**

**Week 15: Revision**

**Week 16: Final Examination (50 % )**