

<b>Course Title:</b>	Mass Communication in English
<b>Course Code:</b>	COMM 306
<b>Credit hours:</b>	3 hours
<b>Level/year at which this course is offered:</b>	Level 3 / Second Year
<b>Program:</b>	Administrative Sciences and Humanities - Diploma of Public Relation
<b>College:</b>	Applied College
<b>Institution:</b>	Imam Mohammad Ibn Saud Islamic University

#### Courses Objective:

Students should be able to:

- understand and apply theories of mass communication, legal issues, statutes and regulations affecting mass communication.
- understand and apply ethical principles that can be used to prevent and resolve potential conflicts and dilemmas in operation of mass media.
- demonstrate proficiency in writing for the mass media.

#### Course Content:

No	List of Topics
1	Definition of mass communication
2	Types of mass communication
3	The concepts of the theories of mass communication
4	Advertising – journalism – public relation
5	Campaigning
6	Making career in mass communication
7	Developing mass communication skills “writing, reading, listening, speaking”
8	Identify some linguistic rules
9	Training on writing articles and media communication



### Learning Resources:

Required Textbooks	Selected Materials
Essential References Materials	Longman Dictionary of Contemporary English
Other Learning Materials	<ol style="list-style-type: none"><li>1. Blumler, J. (1981) 'Mass Communication Research in Europe', in Wilhoit, G.C. and de Bock, H. (eds), Mass Communication Review Yearbook, pp.37-49. Beverley Hills and London: Sage</li><li>2. Curran, J. and Gurevitch, M. (eds) (2005) Mass Media and Society, (4th Edition). London: Edward Arnold.</li><li>3. Halloran, J.D. (1964) the Effects of Mass Communication. Leicester: Leicester University Press.</li><li>4. McQuail, D. (1994) Mass Communication Theory: An Introduction (3rd Edition London: Sage.</li><li>5. Halloran, J.D. (1990b) 'Mass Media and Violence', in Bluglass, R. and Bowden, P. (eds), Principles and Practice of Forensic Psychiatry, pp.571-575. London: Churchill Livingstone.</li></ol>

