

SEMESTER 4, MODULE 4	VOLUME HORAIRE
Introduction to Media Studies	45
<p>OBJECTIFS:</p> <p>This course introduces the media technology (hard and soft) and their role in the modern world. The course objective is to analyze different media such as newspaper and magazine articles, ad shots... etc, in order to examine the way they participate in the creation of an identity on the basis of certain models that refer to notions and conceptions that that are culturally laden.</p>	
<p>DESCRIPTIFS:</p> <ul style="list-style-type: none"> ✓ What are the media? ✓ Advertising ✓ Journalism and Agenda setting ✓ Satellite TV ; Aljazeera as a case study. ✓ Youth Culture : Graffiti as a case study. ✓ Gender and Media : Women Magazines as a case study. ✓ Race, Ethnicity and Media; The construction of the Arab in Western ✓ Media (Hollywood cinema and the Arab as a case study). 	
<p>EVALUATION:</p> <p>Contrôles continus 50%, contrôle final 50%</p>	