• *The Media and Digital Literacy Academy of Beirut (MDLAB):* A two week summer academy held at AUB that teaches advanced media literacy and digital skills. Students study and engage in research and digital media production activities with young Arab University professors and students. aub.edu.lb/mdlab

Other study abroad opportunities can be found on the Media studies website.

**After Graduation**

A degree in Media and Communication opens the door to a wide array of career opportunities ranging from digital journalism to advertising and media planning.

Students graduating from our program can choose a concentration in digital and multimedia news or advertising and public relations or political communications or media activism.

*To learn more about the Media Studies Department:*

**Web** www.aub.edu.lb/mediastudies

**Email** mediastudies@aub.edu.lb

**Facebook** facebook.com/groups/MediaStudiesAUB

**Twitter** twitter.com/MediaStudiesAUB

Media Studies at The American University of Beirut is to build well-rounded ethical and competent communicators, journalists, media policy experts, media managers, scholars and educators with strong research, critical and practical skills, and a solid theoretical foundation.
Sample Courses

Media Studies at AUB signifies a rapidly expanding program that offers a variety of undergraduate degrees and certificates.

Students come from diverse backgrounds and have various interests, but all share a passion for media. Our growing body of professors and instructors are experts in their field and committed to excellence in teaching, research, and community service.

Four key objectives:

- To build students’ digital media literacy skills and keen discernment of the relationship between media and society.
- To provide students with a solid foundation of the theories and concepts of media studies.
- To immerse students in the main scientific methods of research and systematic inquiry relevant to the field of media studies.
- To help students build an array of professional expertise and skills in a specialized area of media studies.

Study Abroad

Media Studies at AUB offers a wide range of study abroad opportunities. Students have the chance to complete 6-15 credits abroad gaining a unique perspective under the direction of world renowned professors.

- **Salzburg Academy on Media and Global Change:** A three week summer program in Salzburg, Austria, worth 6 credits of courses in global media literacy and digital media literacy. Students study and engage in research and digital media production activities with 90 students and faculty from across the globe. aub.edu.lb/salzburgacademy

Curriculum

The Media Studies degree brings forth issues and principles of freedom of the press, multicultural communication, media ethics, and social responsibility. It stresses the university’s commitment to creative and critical thinking and civic responsibility by emphasizing media literacy principles that aim to produce graduates who can effectively and critically access, analyze, utilize, evaluate and create media messages, in addition to developing media policies and strategies.

MCOM 202

**Digital and Media Literacy**

Introduces digital information literacy or the ability to effectively access, analyze evaluate and create digital media. Examines how media messages shape politics, culture and society.

MCOM 231

**Advertising**

Core concepts and practices of advertising. Examining the impact of new media and research methods, with an emphasis on integrated communications and the role of ad agencies.

MCOM 232

**Public Speaking and Media Interviews**

An introduction to public speaking, speech writing and dealing with press interviews and media appearances.

MCOM 242

**Digital and Multimedia News**

Introduction to digital and multimedia news writing, reporting, researching producing, and disseminating online.

MCOM 252

**Media Activism for Social Change**

An introduction to the theories and strategies of media use for non-violent activism and advocacy campaigns and social movements.

MCOM 280

**Global Media Literacy**

Explores how distinctive global media shape views of politics, culture and society within nations, across regions and internationally.