Department of Sociology, Anthropology, and Media Studies

Chairperson: Hanafi, Sari
Director of Media Studies: Melki, Jad
Professors: Dajani, Nabil; Hanafi, Sari; Khalaf, Samir; Saumarez-Smith, Richard
Associate Professors: Kiwan, Dina; Scheid, Kirsten
Assistant Professors: Farah, May; Melki, Jad; Perdigon, Sylvain; Wick, Livia
Lecturer: Fathallah, Zeina; Nasser, Khaled; Saber, Dima; Tarabey, Lubna
Instructors: Agha, Dina; Boustany, Nora; Bibi, Karma M.; Daou, Mark; Khouri, Rami; Mallat, Sarah; Osman, Zeina; Sabban, Sarah; Yeghiayan, Heghnar

BA in Sociology and Anthropology

Mission Statement
The mission of the SOAN degree offered by the Department of Sociology, Anthropology, and Media Studies is to make students aware of the different contributions of anthropology and sociology. The aim is to train students in the conceptual, research, and applied tools of these two components. Through independent, critical, and advocacy fieldwork, attention is given to the historical and cross-cultural heritage of Arab society and its relation to the rest of the world.

Admission
Admission to the sociology-anthropology program requires a minimum grade of 70 in ENGL 203 and ENGL 204, and a grade of 70 or more in one of the following: SOAN 101, SOAN 103, SOAN 201, or SOAN 203. If admission to SOAN is based on SOAN 101 or SOAN 103, any additional SOAN or any social science course is required.

Requirements
The requirements for a BA in Sociology-Anthropology are 90 credits for students entering the department at the sophomore level and 120 for those entering as freshmen, including 39 credits in the major. Required courses include: SOAN 101 or SOAN 103 or SOAN 201 or SOAN 203, and SOAN 210 or SOAN 216, and SOAN 211, SOAN 212, SOAN 213, SOAN 237, a SOAN seminar,

\(^{\text{Part time}}\)
and 18 additional SOAN credit hours (SOAN 205 and above). The distribution of university requirements is as follows:

**University General Education Requirements**

English Communication Skills (6cr), Arabic Communication Skills (3cr), Humanities (12cr) including 6 credits from CVSP, Natural Sciences (6cr), and Quantitative Thought (3cr). Also note that one social science must be an approved General Education course from outside the major.

**Course Descriptions**

**SOAN 101  Freshman Sociology  3.0; 3 cr.**
An introduction to the principles and concepts of sociology to prepare students for majoring in sociology. *Students who take this course cannot receive credit for SOAN 201. Each semester.*

**SOAN 103  Reading Other Cultures   3.0; 3 cr.**
An introduction to the study of other cultures drawing on film, ethnographic case studies, and topical debates. This course presents basic concepts in the comparative study of culture, methods of observing and interpreting other cultures, a sense of how knowledge about other cultures is constructed, and tools to develop a critical awareness of one's own cultural traditions. *Note that this course is classified as a humanities, not as a social science course. Students may take it to fulfill the university's humanities requirement but not the University's social sciences requirement. Each semester.*

**SOAN 201  Introduction to Sociology  3.0; 3 cr.**
An introduction to the study of social phenomena. Basic concepts, principles, and methods common to the study of society are employed for the analysis of structure and change in society. This course includes the structure and origin of some basic human institutions such as family, kinship, religion, and language. *A student who has received credit for SOAN 101 cannot receive credit for SOAN 201. Each semester.*

**SOAN 203 Introduction to Anthropology  3.0; 3 cr.**
An introduction to socio-cultural anthropology. Anthropology offers comparative perspectives on the ways people live in the world. In doing so, it challenges some of our commonly held assumptions about what is natural and universal. The course will explore anthropology’s approaches, concepts and methods emphasizing case studies from different settings. *Each semester.*

**SOAN 210  Research Methods  3.0; 3 cr.**
A survey of the basic techniques and designs of social research, including both quantitative and qualitative methods, the relationship between micro and macro approaches to society, and the interplay between theory and research. *Alternate years.*

**SOAN 211  Analysis of Social Data  3.0; 3 cr.**
A survey of basic statistical techniques used in analyzing social and behavioral data. Students participate in the analysis of research data by applying various analytical techniques using computer packages. They will also interpret research findings and write a research report. *Annually.*
SOAN 212 History and Theory in Anthropology 3.0; 3 cr.
A survey of some of the major theoretical perspectives and critical issues of classical and contemporary anthropological theory. Special focus is placed on the intellectual history of the discipline, an analysis of the contexts in which it developed and tools to recognize and critically evaluate different perspectives on culture and society. Annually.

SOAN 213 Sociological Theory 3.0; 3 cr.
A survey of some of the major theoretical perspectives and critical issues of classical and contemporary sociological theory. Special focus is placed on four interrelated dimensions: 1) the nature of sociological theory and its intellectual sources, 2) its classic tradition, particularly the legacies of Marx, Durkheim, and Weber, 3) an exploration of salient contemporary perspectives, 4) the emergence of new theories and/or directions, such as post-modernity and global sociology. Alternate years.

SOAN 215 Anthropology of America 3.0; 3 cr.
A critical examination of conceptions of “mainstream” or “dominant” American culture. Using ethnographic case material, the course explores cultural systems and social structures in the contemporary United States, offering an introduction to anthropological approaches to the study of complex societies. Note that this course is classified as a humanities, not as a social science course. Students may take it to fulfill the university’s humanities requirement but not the University’s social sciences requirement. Alternate years.

SOAN 216 Hands-On Anthropology 3.0; 3 cr.
An introduction to the techniques, theories, and debates concerning ethnographic fieldwork. What do anthropologists actually do and what is unique about anthropological research? This course explores the politics and ethics of research, kinds of observation, effective interviewing strategies, note-taking, ways of ‘coding’ or indexing information, data analysis, and approaches to writing. Alternate years.

SOAN 217 Anthropology of the Body 3.0; 3 cr.
An examination of cultural and historical variations in perceptions and experiences of the human body. The course focuses on the ways the human body is culturally constructed and socially experienced, through case studies of labor, sport, health, illness, sexuality, gender, display, and religious ritual. Annually. Note that this course is classified as a humanities, not as a social science course. Students may take it to fulfill the university’s humanities requirement but not the University’s social sciences requirement.

SOAN 218 Anthropology of Medicine and Science 3.0; 3 cr.
This course explores science and medicine from a cross-cultural and historical perspective. Students examine how scientific and medical practices are imbued with and shaped by social meanings and politics. They explore how the institutions of science and medicine construct truth, reality, nature, disease, health, body and mind and how they connect with markets and other institutions. Occasionally.

SOAN 220 City and Society 3.0; 3 cr.
An introduction to some of the leading conceptual and methodological perspectives for the study of transformations in human settlements. The course explores issues associated with the evolution of cities, their spatial and cultural features, and the social production of informal space and the gendering of space. Changing trends and patterns in Third World urbanization are explored with special focus on the Arab World, global, and post-modern cities. Alternate years.
SOAN 221  Political Anthropology  
This course explores the everyday practices of the larger structures that create and perpetuate power. It emphasizes students' awareness of the state apparatus, non-state political systems and modes of political exclusion that shape the experience of power locally and trans-nationally. It uses prominent schools of thought, among them Marxism, feminism, Foucauldian and post-colonial theories to provoke critical analyses of power in our own lives.  
Alternate years.

SOAN 222  Family and Kinship  
The course examines, from a comparative perspective, different forms of family and kinship organization, their relation to production and systems of exchange. Special focus is placed on processes of initiation and reproduction, and cultural expression of relatedness.  
Alternate years.

SOAN 223  Social Inequality: Conflict and Consensus  
The course explores theories of social inequality. It addresses issues such as class, status, and gender inequalities and points to sources of conflict and consensus. Arguments for and against equality are canvassed.  
Alternate years.

SOAN 224  Sexuality and Society  
The course provides a comparative conceptual framework to explore the changing nature of sexuality in society. Special focus is placed on the social construction of sexual identities, sex and the body, the place of desire and the changing form of romantic love, erotica and pornography, the commodification of intimacy, sexual ethics and sexual prolifics in a globalized world. The course also focuses on the dynamics of male-female relations in Arab society.  
Alternate years.

SOAN 225  Gender and Culture  
An examination of gender holistically and cross-culturally from a social-anthropological perspective. This course examines how meanings of sex variation are constructed and gender is performed by individuals and groups in different societies. It studies the roles of women and men in ritual, in economic and political systems, and in other social arenas.  
Note that this course is classified as a humanities, not as a social science course. Students may take it to fulfill the University’s humanities requirement but not the University’s social sciences requirement.  
Annually.

SOAN 226  Religion and Society  
A course that examines the relationship between society and religion, including both formal institutions and informal processes, which deal with the supernatural. This course studies the origin and development of ritual and religious functions for both the individual and society.  
Alternate years.

SOAN 227  Cultural Boundaries and Identities  
Analysis of cultural boundaries and identities. A comparative study of ethnicity and other identity categories and related issues such as cultural hybridity and nationalism with emphasis on the Middle East.  
Alternate years.

SOAN 228/ MCOM 220  Arab Media and Society  
An in-depth examination of the political, social, economic, and technological effects of old and new Arab media systems on modern Arab society, with an emphasis on Lebanon and the Arab East region. It focuses on probing the development and current state of print, broadcast and new media systems in the region.  
Annually
SOAN 229/ MCOM 221
Communication Theory 3.0, 3 cr.
An overview of the ways in which mass communication has been viewed by social scientists and by practitioners, with a focus on the range of issues studied and questions raised, and the schools, approaches, and trends in the field. Annually.

SOAN 232
Conflict Analysis and Resolution 3.0; 3 cr.
An overview of the field of conflict analysis and resolution. This course covers the history of conflict studies, theories of conflict, and methods of dispute resolution. Annually.

SOAN 237
Arab Culture and Society 3.0; 3 cr.
A study of contemporary Arab society: its complexity, diversity, and internal dynamics. This course considers social structures, social groups, cultural patterns, and processes and agents of social and cultural change, and examines current debates on major issues in Arab culture and society. Each semester. Prior to Fall semester 2012-13, listed as SOAN 214.

SOAN 238
Special Topics 3.0; 3 cr.
A course that provides a general overview of an area in the humanistic social sciences that is not normally covered by the department’s offerings. May be repeated for credit. Occasionally.

SOAN 239
Special Topics 3.0; 3 cr.
A course that provides a general overview of an area in anthropology, communication, or sociology that is not normally covered by the department’s offerings. May be repeated for credit. Occasionally.

SOAN 240
Seminar in Human Rights and Cultural Differences 3.0; 3 cr.
A seminar that provides students with an introduction to the history, concepts, institutions, and applications of human rights. Although drawn mainly from a Western perspective, applications are canvassed from the Middle East as well. Discussions cover philosophical foundations of human rights law; discrimination, xenophobia, and racism; civil, political, social, and economic rights; women’s rights; children’s rights; rights of minorities and indigenous people; and migrant workers’ rights. Alternate years.

SOAN 241
Seminar in the Sociology of Deviance 3.0; 3 cr.
The seminar explores the role of leading theoretical perspectives for understanding the changing meanings, nature, and forms of deviance in a cross-cultural context. Primary concern is to identify conceptual, methodological, moral, and political issues in the study of substantive social problems such as violent crime, alcoholism and drug abuse, prostitution, homosexuality, suicide, mental disorders, corporate crime, and other emerging forms of global deviance. Alternate years.

SOAN 242
Seminar in Globalization and Migration 3.0; 3 cr.
An introduction to a range of issues related to theories of migration with particular emphasis on the peculiarities of contemporary globalization. Theoretical considerations include assumptions and case studies from sociology, economics, political economy, and anthropology. Concepts such as network theory, transnationalism, and the international division of labor are used to illuminate issues such as citizenship and identity, refugees, forced migration, nationalism, and ethnicity as they relate to the migratory experience. Alternate years.

SOAN 243/ MCOM 261
Seminar in Media Studies 3.0; 3 cr.
An undergraduate seminar on the role of communication in society. The content areas may change. May be repeated for credit. Annually.
SOAN 245  Seminar in Transitional Justice  3.0; 3 cr.
The seminar is an exploration of the strategies and courses of action societies confront as they consider legacies of past human rights abuses or atrocities. It examines the ways in which states and the international community attempt to achieve justice in periods of political transition. Some of the leading theories and applied dimensions will be critically assessed in the light of the operation of international and domestic criminal justice, historical and administrative justice. Annually.

SOAN 250  Seminar in Art and Culture  3.0; 3 cr.
A cross-cultural exploration of art as an idea, an object, a history, and a way of interacting with the world. How is art a universal category? This course applies anthropological theories to the study of art and art theories to the study of human society. Particular attention is paid to local resources and archives. Note that this course is classified as a humanities, not as a social science course. Students may take it to fulfill the University’s humanities requirement but not the University’s social sciences requirement. Occasionally.

SOAN 251  Seminar in Anthropological Thought  3.0; 3 cr.
An investigation of the major theories guiding anthropological thinking today, through a historically contextualizing overview. This course introduces students to a range of theoretical propositions concerning such topics as agency, structure, subjectivity, power, and the politics of representation by reading primary texts from landmark figures in sociocultural anthropology. Occasionally.

SOAN 252  Cannibals, Liars, Spies: Controversies in the Study of Humans  3.0; 3 cr.
An investigation of the cases that have shaken the discipline of anthropology and/or sociology. This course uses some exciting issues such as cannibalism, lying, and spying to enter into some of the core issues that concern the study of humans. Occasionally.

SOAN 290  Special Topics Seminar  3.0; 3 cr.
SOAN faculty or visiting professors and recognized scholars might be invited to offer seminars to explore relevant dimensions of their research in progress. May be repeated for credit. Occasionally.

SOAN 299  Directed Study  3–6 cr.
A tutorial course offered to SBS students with an average of 85 or above in their major at the beginning of their senior year. This tutorial consists of independent research, original creative compositions, or directed reading, and includes the presentation of a report or thesis on the work. Students with averages lower than 85 may be admitted to directed study at the discretion of the department. Occasionally.
## 39 Credits in SOAN¹

<table>
<thead>
<tr>
<th>Modes of Analysis</th>
<th>English and Arabic (9)</th>
<th>Humanities (12)</th>
<th>Social Sciences (39)</th>
<th>Natural Sciences (6)</th>
<th>Quantitative Thought (3)</th>
<th>Social Science Outside Major (3)</th>
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<tr>
<td>Lecture Courses (9+12+39+6+3+3)</td>
<td>• Required Arabic course: ARAB 201A or any General Education Arabic communication skills (3)</td>
<td>• Required credits in the humanities: 12 credits including 6 credits from CVSP</td>
<td>• Required (18): SOAN 101(3) or 103(3) or 201(3) or 203(3), 210(3), 211(3), 212(3), 213(3), 237(3),</td>
<td>• Required 6 credits</td>
<td>• Required 3 credits</td>
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<td>• Required English courses: ENGL 203(3), 204(3)</td>
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<td>Seminar (3)</td>
<td>• Required (3): SOAN 240(3), 241(3), 242(3), 243(3), 245(3), 250(3), 251(3) or 252(3)²</td>
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<td>Laboratory (3)</td>
<td>• SOAN 211(3)</td>
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¹ Plus 21 free elective credits
² SOAN courses count towards the SOAN major as well as the Anthropology and Sociology minors as described on p. 295.
BA in Media and Communication

Mission Statement
The BA in Media and Communication offers students a broad-based multidisciplinary liberal arts curriculum grounded in the social sciences that balances media theory, research, and practice, and emphasizes critical thinking, excellent writing, media literacy, and innovation in the rapidly evolving media field and industry. In addition to exploring media theories, students learn scientific research methods and systematic and critical inquiry into the nature, processes and consequences of traditional and evolving media, and develop solid digital media skills that prepare them for work in the media industry and for thriving in an information-technology driven age. The program offers a regional and global scope, focusing on the role of media in Arab society, and bringing forth issues and principles of freedom of the press and media ethics and social responsibility. The program stresses the AUB's commitment to creative and critical thinking and civic responsibility by emphasizing media literacy principles that aim to graduate citizens who can effectively and critically access, analyze, utilize, evaluate and create media messages.

Admission
Students wishing to major in Media and Communication are accepted provisionally until they have achieved an average grade of 70 or more in MCOM 201, MCOM 202 and MCOM 203, and an average grade of 70 or more in ENGL 203 and ENGL 204. Students admitted as media and communication majors must maintain an average of 70 or more in their first three semesters in major courses in order to remain in the program.

Transfer to Media and Communication from other departments within FAS is competitive and requires approval by the media studies program. Students will be considered for transfer to Media and Communication if they obtain an average grade of 70 or more in MCOM 201, MCOM 202 and MCOM 203, and a grade of 70 or more in ENGL 203. If they have taken any additional MCOM courses, the average grade of all MCOM courses must be 70 or more. If they have taken ENGL 204, their average grade in ENGL 203 and ENGL 204 must be 70 or more.

Requirements
The requirements for a BA degree in Media and Communication are 90 credits for students entering the department at the sophomore level, including 40 credits in the major, and at least 36 credits of General Education courses, as required by the university.

Requirements for the BA program are MCOM 201, MCOM 202, MCOM 203, MCOM 210, MCOM 211, MCOM 220, MCOM 221, MCOM 296 (1 credit), at least three credits worth of MCOM 295A/B/C, and an additional 15 credits in elective MCOM courses. Students are recommended to take SOAN 237.

In addition, students must satisfy all General Education requirements. Students formally exempted from the Arabic Language Requirement are strongly advised to take courses in Arabic as a foreign language.

In addition to the core media and communication areas, the program covers three cognate sub areas: strategic and integrated communication (MCOM 230-233), digital media and news
(MCOM 240-242), and political communication and media activism (MCOM 250-252). Students are advised to complete at least three courses in one cognate sub area, depending on their career pursuits, but may opt to take courses from more than one sub area.

**University General Education Requirements**

English Communication Skills (6cr), Arabic Communication Skills (3cr), Humanities (12cr) including 3 credits from CVSP sequence I courses and 3 credits from CVSP sequence II courses, Natural Sciences (6cr), Quantitative Thought (3cr), and Social Sciences (6cr) of which at least one social sciences course must be from outside the major.

**Course Descriptions**

**MCOM 201 Introduction to Media Studies 3.0; 3 cr.**
An introduction to the field of media studies, its concepts and theories, and the various modern media industries and professions in today’s world. The course aims to help students become better informed about career options in this field and more discerning media consumers. *Each Semester.*

**MCOM 202 Digital and Media Literacy 3.0; 3 cr.**
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, and explores new media production skills, including blogs, podcasts, photo and video manipulation. *Each Semester.*

**MCOM 203 News Reporting and Writing 3.0; 3 cr.**
An introduction to the reporting and writing of various news stories based on reliable information gathered through interviewing, research, and observation. Formats include basic newspaper and magazine articles, online news, press releases, and other journalistic formats, with emphasis on accuracy, concise presentation, meeting deadlines, and objective and ethical reporting. The course covers news styles, an expanded news vocabulary, sentence structure, story organization and clean writing. *Each Semester.*

**MCOM 204 Interpersonal Communication 3.0; 3 cr.**
An introduction to the processes of human communication and interaction, in face-to-face settings and in small groups. It includes both verbal and non-verbal forms of communication and relies on group projects in the form of simulations of communication situations. *Annually. Prerequisite: MCOM 201 or MCOM 202.*

**MCOM 210 Research Methods in Media Studies 3.0, 3 cr.**
An introduction to the design and implementation of research methodology in media studies. It covers formulating research problems, reviewing scientific literature, designing instruments, and utilizing data collection and analysis techniques, both quantitative and qualitative. Students participate in actual research projects and apply various techniques of data collection and analysis to interpret research findings. *Annually. Prerequisite: MCOM 201 or MCOM 202.*

**MCOM 211 Media Law and Ethics 3.0, 3 cr.**
A survey of Lebanese, Arab and International media laws and regulations, and their application within the realms of journalism, public relations, advertising, digital media, and entertainment, with an exploration of ethical guidelines, moral values, and social responsibilities of media scholars, practitioners and educators. *Annually. Prerequisite: MCOM 201 or MCOM 202.*
MCOM 220  Arab Media and Society 3.0; 3 cr.
An in-depth examination of the political, social, economic, and technological effects of old and
new Arab media systems on modern Arab society, with an emphasis on Lebanon and the Arab
East region. It focuses on probing the development and current state of print, broadcast and
new media systems in the region. Annually. Prerequisite: MCOM 201 or MCOM 202.

MCOM 221  Communication Theory 3.0, 3 cr.
An overview of the ways in which mass communication has been viewed by social scientists
and by practitioners, with a focus on the range of issues studied and questions raised, and the
schools, approaches, and trends in the field. Annually. Prerequisite: MCOM 201 or MCOM 202.

MCOM 230  Public Relations 3.0; 3 cr.
The course introduces the profession of public relations through a strong emphasis on
fundamentals, such as history and research. Emerging issues, such as technology, ethics, and
the international aspects of public relations are considered through examining PR strategies,
tactics, and case studies. Annually. Prerequisite: MCOM 201 or MCOM 202.

MCOM 231  Advertising 3.0; 3 cr.
The course introduces the student to the core concepts and practices of advertising. It examines
the impact of new media and research methods, with an emphasis on integrated communications
and the role of ad agencies. Students learn how to assess the effectiveness of advertising, and
how to create a successful ad campaign. Annually. Prerequisite: MCOM 201 or MCOM 202.

MCOM 232  Public Speaking and Media Interviews 3.0; 3 cr.
An introduction to public speaking, speech writing, and dealing with press interviews and
media appearances. Students learn to write speeches and deliver them effectively to different
live and online audiences, and use visuals and slides shows effectively. They also learn how to
handle print, broadcast, and online journalists, and deal with recorded and live radio and TV
interviews and talk shows. Annually. Prerequisite: MCOM 201 or MCOM 202.

MCOM 233  Marketing Communication 3.0; 3 cr.
The course examines theories and techniques in marketing communication activities,
including strategic planning, marketing research, consumer behavior, market segmentation
and positioning, and development of a marketing mix. It provides students with the needed
knowledge base to research and evaluate a company’s marketing situation and develop effective
communication strategies and tactics. Annually. Prerequisite: MCOM 201 or MCOM 202.

MCOM 240  Specialized News Reporting and Writing 3.0; 3 cr.
The course explores specialized reporting and writing techniques, including feature stories,
opinion columns, profiles, in-depth series, and narrative journalism. It aims to enable students
to report and write effectively across news genres and to master transferable communication
skills useful beyond the journalism profession. Each semester the course covers some
specialized and emerging journalism themes, including investigative reporting, data journalism,
covering conflict, trauma, and violence, technology journalism, non-fiction narrative, and
others. Annually. Prerequisite: MCOM 203 or Instructor permission. Formerly SOAN 206.

MCOM 241  Broadcast Media 2.2; 3cr.
The course introduces the students to the history of the electronic media, examining the impact
of the new media on communication. The course has an interdisciplinary nature, drawing on
the expertise of AUB faculty in the fields of communication, science and technology, history,
politics, and economics. Annually. Prerequisite: MCOM 203.
MCOM 242  Digital and Multimedia News 3.0; 3 cr.
An introduction to digital and multimedia news writing, reporting, researching, producing, and disseminating online. The course covers basic digital and Web design principles, photojournalism, audio reporting, video journalism, news blogging, social media reporting, CMS managing, multiplatform publishing, and writing for a converged news environment. It also covers emerging new media issues, such as interactivity, information architecture, and individualization. *Annually. Prerequisite: MCOM 203.*

MCOM 250  Public Opinion 3.0; 3 cr.
A general study of the nature of public opinion, and the interplay between psychological and socio-cultural processes in the formation and dissemination of public opinion. An attempt is also made to explore the impact of public opinion on media and socio-cultural change. Measurements of public opinion are also explored. *Annually.*

MCOM 251  Political Communication Campaigns 3.0; 3 cr.
Introduces students to the subfield of political communication, covering its main theories, research methods, and modern applications and strategies. Students gain theoretical and working knowledge of political campaign operations, political press offices, the roles of a political press secretary, media advisor, and communication director, and the technologies used in modern political campaigns. *Annually. Prerequisite: MCOM 201 or MCOM 202.*

MCOM 252  Media Activism for Social Change 3.0; 3 cr.
An introduction to the theories and strategies of media use for non-violent activism and advocacy campaigns and social movements, with a focus on principles of civic activism in the era of digital media convergence. The course balances theory and skills by examining case studies of media activism from around the world and using digital media tools with a stress on digital tools and civic activism principles to develop social and political change campaigns for civil society groups. *Annually. Prerequisite: MCOM 201 or MCOM 202.*

MCOM 260  Persuasion in the Media Age 3.0; 3 cr.
The course explores the nature of persuasion today and examines strategies for critically evaluating persuasive communication, stressing the importance of adapting persuasive messages to society’s cultural beliefs and values, as well as to the economic and social structures that govern the society. It aims at moving beyond traditional theories to improve the student’s understanding of how to respond to and evaluate persuasive communication in the era of communication technology. *Occasionally. Prerequisite: MCOM 201 or MCOM 202.*

MCOM 261  Seminar in Media Studies 3.0; 3 cr.
An undergraduate seminar on the role of media in society. The content areas may change. May be repeated for credit. *Occasionally. Prerequisite: MCOM 201 or MCOM 202.*

MCOM 280  Global Media Literacy 3.0; 3 cr.
This course explores how distinctive global media shape views of politics, culture and society within nations, across regions and internationally. It analyzes information, values and underlying messages conveyed via various forms of media. It will develop research methods, designs and instruments that examine the accuracy of various media messages. The research designs will be later implemented in the afternoon course (MCOM 281). *Note: this course is part of a study abroad program. Students need to apply to the Media Studies Program to enroll. Each summer. Corequisite: MCOM 281. Prerequisite: Instructor permission.*
MCOM 281  Global Change, Cooperation and News 3.0; 3 cr.
A summer abroad course built around global problems of contemporary importance. The class will be broken into cooperative teams that will apply analytic frameworks, research tools and concepts derived from the morning course (MCOM 280) to examine a global event, issue or problem as it is represented regionally. Note: this course is part of a study abroad program. Students need to apply to the Media Studies Program to enroll. Each summer. Corequisite: MCOM 280. Prerequisite: Instructor permission.

MCOM 290  Special Topics Seminar 3.0; 3 cr.
MCOM faculty or visiting professors and recognized scholars might be invited to offer seminars to explore relevant dimensions of their research in progress. May be repeated for credit. Occasionally.

MCOM 291  Special Topics (Humanities) 3.0; 3 cr.
A humanities course that provides a general overview of an area in media studies that is not normally covered by the department’s offerings. May be repeated for credit. Occasionally.

MCOM 292  Special Topics (Social Sciences) 3.0; 3 cr.
A social sciences course that provides a general overview of an area in media studies that is not normally covered by the department’s offerings. May be repeated for credit. Occasionally.

MCOM 295A/B/C Media Lab 1 cr.
A hands-on media lab that may be offered as a workshop or a series of regular classes where students learn a specific set of professional skills within one of the MCOM program’s areas of specialization. May be repeated for credit. Each semester. Prerequisite: Instructor permission.

MCOM 296  Internship 1 cr.
A summer period of guided work experience supervised by the MCOM Internships and Workshops Coordinator and designed to acquaint students with a specific media/communication profession and help them acquire core values and basic skills necessary for finding future work and succeeding in that profession. Prerequisites: MCOM 201, MCOM 202, MCOM 203 and junior standing. Each semester. Prerequisite: Instructor permission.

MCOM 299  Directed Study 3–6 cr.
A tutorial course offered to MCOM students with an average of 85 or above in their major at the beginning of their senior year. This tutorial consists of independent research, original creative compositions, or directed reading, and includes the presentation of a report, project, or thesis on the work. Students with averages lower than 85 may be admitted to directed study at the discretion of the department. Occasionally.

### 40 Credits in MCOM

<table>
<thead>
<tr>
<th>Modes of Analysis</th>
<th>English and Arabic (9)</th>
<th>Humanities (12)</th>
<th>Social Sciences (40)</th>
<th>Natural Sciences (6)</th>
<th>Quantitative Thought (3)</th>
<th>Social Science Outside Major (3)</th>
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<tr>
<td>Lecture Courses</td>
<td>(9+12+40+6+3 + 3)</td>
<td>Required credits in the humanities: 12 credits including 6 credits from CVSP</td>
<td>Required (25): MCOM 201(3), 202(3), 203(3), 210(3), 211(3), 220(3), 221(3), 296(1)</td>
<td>Required 6 credits</td>
<td>Required 3 credits</td>
<td>Required 3 credits</td>
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<td>• Required Arabic course: ARAB 201A or any General Education Arabic communication skills (3))</td>
<td>• MCOM 295A/B/C(3)</td>
<td>• Electives (15) from MCOM 204–299</td>
<td>• Recommended: SOAN 237(3)</td>
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Undergraduate Catalogue 2013–14
Media Studies: Diploma in Media Communication

Mission Statement
The Media Studies program offers a diploma in media communication with a balance of practical and theoretical courses. The Diploma in Media Communication prepares students to pursue professional careers in various media industries. Holders of this diploma will be capable of handling professional tasks in media institutions (journalism, public relations and advertising), as well as in governmental, non-governmental, and public institutions.

Admission
For admission to the diploma program, students may enroll in the diploma while pursuing any AUB major, and may complete the diploma during their undergraduate studies or after they complete their BA/BS, or partially before and partially after. Current AUB students working for their bachelor's degree at AUB apply to the Media Studies program directly. Non-AUB students should apply to the Office of Admissions as special students working for the diploma in media communication. These applications will be reviewed by the Media Studies Program. Completion of a bachelor's degree is a requirement for admission of non-AUB students to the diploma program.

Requirements
Students qualify for the diploma in media communication upon completion of the program of study, attaining a cumulative average of 70 or above in its courses, and receiving the recommendation of the Media Studies Program. For completion of this program, 21 MCOM credit hours are required (4 required courses, 3 elective courses) with a cumulative average of 70. The four required courses are MCOM 201, MCOM 202, MCOM 203 and either MCOM 220 or MCOM 221. The three electives should be chosen from the rest of the MCOM course list.

Minors in Sociology, Anthropology, and Media Studies

**Anthropology:** three core courses (SOAN 203 or SOAN 212, SOAN 222 or SOAN 225, and SOAN 221 or SOAN 227) and two electives from the following: SOAN 212, SOAN 215-217, SOAN 220–227, SOAN 232, SOAN 237, SOAN 240–242, SOAN 250-252, and SOAN 290 (if selected topic in Anthropology).

**Communication:** three core courses (MCOM 202, MCOM 203, MCOM 220) and any two MCOM electives.

**Sociology:** three core courses (SOAN 101 or SOAN 201, SOAN 213, SOAN 237) and two electives from the following: SOAN 210, SOAN 220, SOAN 222, SOAN 223, SOAN 224, SOAN 225, SOAN 232, SOAN 240-242 SOAN 245 and SOAN 290 (if selected topic in Sociology).

**Human Rights and Transitional Justice:** The requirements are: SOAN 245, SOAN 240 or PSPA 235, and three electives from the following: SOAN 221, MCOM 250, MCOM 251, SOAN 232, PSYC 211, PHIL 216, PHIL 252, PSPA 232. Students majoring in sociology-anthropology should take at least three courses from other than the SOAN courses.