

# Department of Sociology, Anthropology, and Media Studies

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Director of Media Studies:	Farah, May
Professors:	Dajani, Nabil; Hanafi, Sari;
Associate Professors:	Kiwan, Dina Jane; Scheid, Kirsten; Wick, Livia
Assistant Professors:	Al-Hardan, Anaheed; Bouali, Nadia; Burris, Greg; Carney, Josh; Farah, May; Kosmatopoulos, Nikolas; Majed, Rima; Mourad, Sara; Perdigon, Sylvain
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Affiliated:	Al-Dewachi, Omar; Atallah Abdul-Hay, Mariette; Saleh, Elizabeth; Sbaiti, Nadya

## 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 212, SOAN 213, SOAN 237, a SOAN seminar (SOAN 240-290), and 21 additional SOAN credit hours (SOAN 205 and above). The distribution of university requirements is as follows:

<sup>P</sup>) Part-time

## University General Education Requirements

The General Education requirements include English Communication Skills (6 cr.), Arabic Communication Skills (3 cr.), Humanities (12 cr.) including 6 credits from CVSP, Natural Sciences (6 cr.), and Quantitative Thought (only SOAN 211) (3 cr.). 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. Every 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 a social science, course. *Students may take it to fulfill the humanities requirement of their freshman year but not in fulfillment of the freshman social sciences requirement. Students may receive credit for both SOAN 201 and SOAN 203. Every 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. *Students may receive credit for both SOAN 201 and SOAN 203. Every 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. *Students may receive credit for both SOAN 201 and SOAN 203. Every 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 and other methods of quantitative analysis used in analyzing social 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 a social science course. 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. *Note that this course is classified as a humanities, not a social science, course. Annually.*

**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 3.0; 3 cr.**

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 3.0; 3 cr.**

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 3.0; 3 cr.**

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 3.0; 3 cr.**

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 profligacy 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 3.0; 3 cr.**

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 a social science course. *Annually.*

**SOAN 226 Religion and Society 3.0; 3 cr.**

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 3.0; 3 cr.**

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 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*

- 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 236**      **Semiotic Anthropology: An Introduction  
to Signs in Society**      **3.0; 3 cr.**  
An introduction to semiotic anthropology as a method for analyzing how language and other sign systems contribute to shape everyday interactions, social institutions and the various ways in which humans inhabit the world. Students will approach works by major authors who sought to theorize the structure of signs and sign systems, and learn to recognize the various modes of anthropological interpretation that these works inspired. Case studies will demonstrate how the toolbox of semiotic anthropology can be brought to bear on a range of topics, including gender and sexuality, the social formation of subjectivity, the emergence of political collectives, religion and modernity, and human-nonhuman interactions. *Note that this course is classified as a humanities, not as a social science course. Alternate years.*
- 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. Every semester. Prior to Fall semester 2012-13, listed as SOAN 214. *Prerequisite: Junior or senior status or consent of the instructor.*
- 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/ Seminar in Media Studies 3.0; 3 cr.**  
**MCOM 261**  
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 a social science, course. *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 Seminar: Cannibals, Liars, Spies: Controversies 3.0; 3 cr.**  
**in the Study of Humans**  
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 298 Senior Paper****0 cr.**

Students will rework and expand a paper based on field research they wrote for a SOAN class and submit it to the department as their senior paper. Parts of the paper will be published on the SOAM department website. *Every semester.*

**SOAN 299 Directed Study****3–6 cr.**

A tutorial course offered to SOAN 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 SOAN<sup>1</sup>**

Modes of Analysis	English and Arabic (9)	Humanities (12)	Social Sciences (39)	Natural Sciences (6)	Quantitative Thought (3)	Social Science Outside Major (3)
Lecture Courses (9+12+39+6+3+3)	<ul style="list-style-type: none"> <li>Required Arabic course (3)</li> <li>Required English courses: ENGL 203(3), 204(3)</li> </ul>	<ul style="list-style-type: none"> <li>Required credits in the humanities: 12 credits including 6 credits from CVSP</li> </ul>	<ul style="list-style-type: none"> <li>Required (15) from SOAN 101(3), 103(3), 201(3), 203(3), 210(3), 216(3), 212(3), 213(3), 237(3), SOAN 298 (0)</li> <li>Electives (21) from SOAN 205–299</li> </ul>	<ul style="list-style-type: none"> <li>Required 6 credits</li> </ul>	<ul style="list-style-type: none"> <li>Required 3 credits SOAN 211</li> </ul>	<ul style="list-style-type: none"> <li>Required 3 credits</li> </ul>
Seminar (3)			<ul style="list-style-type: none"> <li>Required (3) from SOAN 240(3)-SOAN 290</li> </ul>			

1) Plus 21 free elective credits

# BA in Media and Communication

## Mission Statement

The BA in Media and Communication offers students an interdisciplinary curriculum based in both the liberal arts and social sciences and prepares students to engage with the complexity of contemporary media. The program offers a regional and global perspective, focusing on the role of media in Arab society. Students learn systematic and critical modes of inquiry into the nature, processes and consequences of media in both historical and emerging contexts. Students also develop relevant practical skills, coupled with critical, ethical and political perspectives on contemporary social and cultural landscapes.

## 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 and MCOM 202 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 of the Media Studies Program. Students will be considered for transfer to Media and Communication if they obtain a grade of 70 or more in MCOM 201 and MCOM 202 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 43 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 204, MCOM 260, and MCOM 296 (1 credit), 15 credits of any List A elective (MCOM205, 215-239, 261-292, 294 (0 credit), 299), and 9 credits of any List B elective (MCOM 240-259, MCOM 293, or MCOM 295 (A...Z) 1 credit or ARAB 223).

In addition, students must take CMPS 207, SOAN 237 and either MCOM 210 or any research methods class approved by the advisor.

## University General Education Requirements

The General Education requirements are English Communication Skills (6 cr.), Arabic Communication Skills (3 cr.), Humanities (12 cr.) including 3 credits from CVSP sequence I courses and 3 credits from CVSP sequence II courses, Natural Sciences (6 cr.), Quantitative Thought (3 cr.), and Social Sciences (6 cr.) 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. *Pre or Co-requisite: ENGL 203. Every semester.*

**MCOM 202 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. *Pre or Co-requisite: ENGL 203. Every semester.*

**MCOM 203 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. *Pre or Co-requisite: ENGL 203. Every semester.*

**MCOM 204 From Telegraph to Twitter: Media History****3.0; 3 cr.**

This course situates the history of communication – from the telegraph to today's social media – as more than a history of technology, and discusses the complexity with which the social world is constructed. Both technology and history enter into conversation, opening up points of critical engagement of modern understandings of the world. *Pre or Co-requisite: ENGL 203. Every semester.*

**MCOM 205 Interpersonal Communication & Folk Media****3.0; 3 cr.**

This course examines the interpersonal communication process with a focus on the folk (oral) media as traditional face to face communication media. The course involves an interdisciplinary investigation of relationships between Arab daily life and folk media, roles of formulating folk culture in theatre and films, and popular music and its audience. *Pre or Co-requisite: ENGL 203. Annually.*

**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. *Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 215 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. *Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 216 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. *Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 217 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. *Prerequisite: MCOM 202 or consent of instructor. Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 218 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. *Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 219 Media Depictions of Society 3.0; 3 cr.**  
 This course examines the role of the media in constructing our social reality through an examination of media practices, both historically and in the present. It particularly examines the representations of Arabs and the Arab world in the Western media, and the US in the Arab media. It covers politics of culture and identity as they shape and intersect with today's globalized media. *Prerequisite: MCOM 201. Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 220 Popular Culture 3.0; 3 cr.**  
 From the mid-20th century through the current moment, popular cultural productions and consumer products have become ubiquitous worldwide. While globalized chains of production and distribution account for the availability of these cultural products, we ask what is the significance of their popularity? What are the histories of these commodities, and what tensions do they reconcile or expose in the cultures from which they emerge? And, indeed, what precisely is popular culture, anyways? *Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 221 War and Media 3.0; 3 cr.**  
 This seminar asks "what is a visual culture of war?" as it expands across an array of media platforms, technologies, and aesthetic conventions. Through a careful examination of key readings and visual representations, we will work to build a more precise theoretical and analytical language for understanding war not simply as an "event" or set material effects on the battlefield and home front, but as a discursive production mediated through a number of often intersecting media sites and institutions. *Pre or Co-requisite: ENGL 203. Occasionally.*

- MCOM 222 Introduction to Visual Culture Studies 3.0; 3 cr.**  
This course introduces students to the study of visual culture, and examines the role images play in society. Students will explore key historical and contemporary issues, and critical perspectives on the relations of power and desire that structure practices of looking. Students will become familiar with methods of comparing different media forms, social arenas, and cultural contexts. Students will also pursue a research-intensive final project that welcomes image-making as part of the research/writing process. *Pre or Co-requisite: ENGL 203. Annually.*
- MCOM 223 On Television 3.0; 3 cr.**  
This is an advanced undergraduate course that introduces to students to the study of television as a distinctive approach to the study of the media landscape. Students will explore television's political economic structures, cultural form, and social function in a range of national, regional, and global contexts. *Occasionally. Pre-requisites: Junior standing, or permission of instructor. Pre or Co-requisite: ENGL 203*
- MCOM 224 Palestinian Film and Media 3.0; 3 cr.**  
In this undergraduate seminar, students will examine the role played by film and media in efforts not only to resist Israeli occupation but to articulate emancipatory visions of Palestinian liberation. Through close readings of current scholarly literature, weekly film screenings, and seminar discussions, students will interrogate the relationship between culture and politics and explore such contested topics as identity, memory and trauma, power and resistance, and spectacle and surveillance. *Occasionally. Junior standing, or permission of the instructor. Pre or Co-requisite: ENGL 203.*
- MCOM 225 Introduction to Photojournalism 3.0; 3 cr.**  
This course covers the history of Photojournalism and its place within the wider field of photography and society at large. Students will learn of the related fields of Documentary Photography and Street Photography, and will explore early and modern masters, the social and political impact of their work and varied methodologies. *Pre or Co-requisite: ENGL 203. Annually.*
- MCOM 226 Journalism and Society 3.0, 3 cr.**  
This course examines the various forms and phases of transition that have framed the evolution of journalism and the relationship between these transitions and social, political, economic and technological factors, with a focus on the current digital age. The course traces the trajectory of the industry's transformations in addition to the challenges and debates - both academic and societal - that have emerged in parallel to this trajectory. This comprises introductory issues relevant to the basic definition of journalism as well as more contemporary topics pertaining to the challenges of market-oriented digital production, media activism and political restraint, media trends and identity formation, the birth and evolution of new media platforms and applications, and the proliferation of digital entrepreneurship. *Annually.*
- MCOM 240 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. *Prerequisite: ENGL 203. Every semester.*

**MCOM 241 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. *Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 242 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. *Prerequisite: MCOM 201. Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 243 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. *Pre or Co-requisite: ENGL 203. Prerequisite: MCOM 201. Annually.*

**MCOM 244 Specialized News Reporting and Writing (A...Z) 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, and violence, technology journalism, non-fiction narrative, and others. *Prerequisite: MCOM 240 or consent of instructor. May be repeated for credit. Annually.*

**MCOM 245 Broadcast Media 2.2; 3 cr.**  
 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. *Prerequisite: MCOM 240 or consent of instructor. Annually.*

**MCOM 246 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. *Prerequisite: MCOM 240 or consent of instructor. Annually.*

**MCOM 247 Trauma Journalism 3.0; 3 cr.**  
 This course aims to sensitize and train students on how to deal with victims of trauma, conflict and violence, including war, suicide, homicide, rape, domestic violence and other traumatizing experiences. It teaches students how to ethically and fairly cover trauma victims, how to protect themselves physically and psychologically from the

negative effects of trauma reporting, and how to professionally and sensibly tell the trauma story to their audiences. *Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 248      Data Journalism      3.0; 3 cr.**

This course brings together scientific research, data visualization and journalistic story telling techniques. It covers skills and techniques necessary for interpreting data and using statistical information to effectively relay the information to a general audience. Students will learn how to obtain, interpret, visualize and display data, evaluating and producing tables, charts and diagrams using a variety of applications and web tools to tell the story of science. *Prerequisite: MCOM 240 or consent of instructor. Occasionally.*

**MCOM 249      Writing for Advertising      3.0; 3 cr.**

This course is focused on helping students build the essential skills to write clear and captivating messages for different forms of media. Students will craft messages that address the objective, the audience, and the medium. *Pre or Co-requisite: ENGL 203. Annually.*

**MCOM 250      Video Editing      3.0; 3 cr.**

This course is an introduction to the field of digital and video editing, including the history and overview of analog and digital video. The course explores a variety of digital video career options, industry trends and the practical application of non-linear video editing. Students will learn how to manage data efficiently, how to manage a variety of data formats and will work hands-on with Final Cut Pro 10 or Premiere Pro CC on a variety of editing projects, from simple sequences to branded content, music videos and parallel editing of fiction scenes. *Occasionally*

**MCOM 260      Senior Seminar in Media Studies      3.0; 3 cr.**

A senior undergraduate seminar on the role of media in society. The content areas may change. *Prerequisite: Senior standing. Annually.*

**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. *Pre or Co-requisite: ENGL 203. 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. Pre or Co-requisite: ENGL 203. 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. *Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 293      Special Topics (Practice-based elective - List B)      3.0, 3 cr.**

A practice-based course that addresses an area in media studies that is not normally covered by the department's offerings. *May be repeated for credit. Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 294 Media Brown Bag 0 cr.**

The Media Brown Bag course consists of a series of seminars presented by leading media researchers and practitioners from local and international media initiatives, broadcasters, print media, and advertising agencies. The aim of the seminar is to allow students first hand accounts of working in the media industry, to engage in discussion with prominent media practitioners, and to allow students to discover potential career paths in media. *Pre or Co-requisite: ENGL 203. Every semester.*

**MCOM 295 Media Lab 0.3; 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. Pre or Co-requisite: ENGL 203. Occasionally.*

**MCOM 296 Internship 3.0; 3 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. *Prerequisite: Consent of instructor. Every semester.*

**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. *Pre or Co-requisite: ENGL 203. Occasionally.*

## 45 Credits in MCOM

Modes of Analysis	English and Arabic (12)	Humanities (12)	Social Sciences (46)	Natural Sciences (6)	Quantitative Thought (3)	Social Science Outside Major (3)
Lecture Courses (9+12+46+3+3)	<ul style="list-style-type: none"> <li>Required Arabic course (3)</li> <li>Required English courses: ENGL 203(3), 204(3)</li> </ul>	<ul style="list-style-type: none"> <li>Required credits in the humanities: 12 credits including 6 credits from CVSP</li> </ul>	<ul style="list-style-type: none"> <li>Required (16): MCOM 201(3), 202(3), 203(3), 204(3), 260(3), 296(3)</li> <li>MCOM 210 (or similar, 3)</li> <li>Electives (15) From MCOM 205, 215-239, 261-294, 299; (9) electives from MCOM 240-259, MCOM 293, or MCOM 295 (A...Z) 1 credit or ARAB 223)</li> <li>(3) SOAN 237</li> </ul>	<ul style="list-style-type: none"> <li>Required 6 credits</li> </ul>	<ul style="list-style-type: none"> <li>Required CMPS 207</li> </ul>	<ul style="list-style-type: none"> <li>Required 3 credits</li> </ul>

## Minors in Sociology, Anthropology, and Media Studies

**Anthropology:** one core course (SOAN 203 or SOAN 212) and 4 electives from the following: SOAN 203, SOAN 212, SOAN 215-218, SOAN 220–227, SOAN 236, SOAN 237, SOAN 250-252, and SOAN 290 (if selected topic is in Anthropology).

**Media and Communication:** three core courses (MCOM 201, MCOM 202, MCOM 203) and any two MCOM electives.

**Film and Visual Culture:** two core courses (ENGL 219 and MCOM 222), two electives from the following: ENGL 241A, ENGL257 (A....Z), MCOM219, MCOM220, MCOM221, SOAN236, SOAN250, or other classes/special topics courses approved by the coordinator of the minor program, and one elective from the following: ENGL 239, ENGL 254A, MCOM 245, MCOM 246 or special topics courses approved by the coordinator of the minor program.

**Reporting in the Digital Age:** Three core courses (MCOM 226, MCOM 240 and MCOM 246), and two additional electives from the following: MCOM 241, MCOM 244 (a to z), MCOM 245, MCOM 247, MCOM 250 and any new or related special topics courses as approved by the Program.

**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 222, PSPA 232, or any special topics course in SOAN, PSYC, PHIL, PSPA, which will fit with the minor topic, upon the approval of the respective department chair and the coordinator of the minor program. Students majoring in sociology-anthropology should take at least three courses from other than the SOAN courses.