The Department of Social and Behavioral Sciences offers programs leading to a BA degree in either psychology or sociology-anthropology, and to an MA degree in psychology or sociology or anthropology.

BA in Psychology

Mission Statement

The discipline of psychology is dedicated to increasing the scientific understanding of behavior and mental processes at the intrapersonal, interpersonal and group level, and to the application of that understanding to enhance the functioning of individuals, groups, and society. In line with this mission, the Undergraduate Program in Psychology has a threefold mission: to advance and transmit knowledge related to the nature of psychological processes and functioning, to provide a strong foundation in the basic knowledge and skills necessary for research in psychology, and to sensitize students to the applications of psychology in the wider community. This mission embodies the main elements of AUB’s mission which are to foster tolerance, freedom of thought, respect for diversity, critical thinking, personal integrity, and civic participation.

Admission to the psychology program requires a grade of 70 or more in PSYC 102 or PSYC 202, and a minimum grade of 70 in ENGL 203 and ENGL 204. For purposes of meeting departmental admission requirements, students are not permitted to take PSYC 102 or PSYC 202 more than twice. While completing PSYC 102 qualifies a student to meet one of the admission requirements to the major, 100 level courses will not be counted towards a major requirement. Prospective majors who obtain a grade below 60 in PSYC 102 or PSYC 202 will not be permitted to take the course a second time for...
the purpose of meeting the departmental admission requirements. Requirements for majors include PSYC 102 or PSYC 202, PSYC 213, PSYC 223, PSYC 227, and PSYC 293. In addition to these required courses, the student must select eight courses from the following categories: Category 1 (3 out of 4 are required, but all can be taken for credit)(9): PSYC 211(3), 215(3) or 217(3), 225(3), and 229(3); Category 2 (3 out of 4 are required, but all can be taken for credit)(9): 219(3), 221(3), 233(3) or 251(3), and 237(3); Category 3 (the remainder are electives)(6): PSYC 231(3), PSYC 235(3), PSYC 239(3), PSYC 241(3), PSYC 242(3), PSYC 243(3), PSYC 247(3), and courses in Category 1 and 2 not already chosen.

In addition to these required courses, the student must complete CMPS 206. If exempted from CMPS 206, students should take 3 credits in Quantitative Thought numbered 200 or above. Also required are 6 credits in natural sciences. A biology course is recommended.

The requirements for a BA degree in Psychology are 90 credits for students entering the department at the sophomore level, including 39 credits in the major. The distribution of university requirements is as follows:

**University Requirements**

**University Language requirements:** English (6cr) and Arabic (3cr).

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

A minor in psychology requires 15 credits: PSYC 102 or PSYC 202, PSYC 227, plus three electives from PSYC 211–251 except PSYC 213, PSYC 223, and PSYC 243.

A cognitive science minor requires 15 credits. PSYC 251 is required. PSYC 251 cannot be counted as a psychology course for the purpose of this requirement. The remaining 12 credits must be chosen from the following courses: PSYC 219, 221, 227, 233, 235, and 247; PHIL 221, 222, 223, 257, 258; ENGL 227, 230, 232, 246; EDUC 215, 221, 225, 290, 290F; CMPS 287; and BIOL 243, 290F, 290AF-1, 290F-1, on condition that the 12 credits chosen span three of the five disciplines. Only 3 credits of the 15 credits taken for the minor may count toward the student’s major.

**PSYC 102**  **Freshman Psychology**  3.0; 3 cr.
An introduction to the principles and concepts of psychology to prepare the student for majoring in psychology. *Students who take this course may not get credit for PSYC 202. Each semester.*

**PSYC 202**  **General Psychology**  3.0; 3 cr.
A course on the principles and findings of modern psychology with attention to their experimental foundations, utilizing reports of original research and other materials geared to prepare the student for majoring in psychology. *A student who has received credit for PSYC 102 cannot receive credit for PSYC 202. Each semester.*

**PSYC 211**  **Introduction to Social Psychology**  3.0; 3 cr.
A course on the scientific study of how individuals think, feel, and behave in regard to other people, and how individuals’ thoughts, feelings, and behaviors are affected by other people. *Prerequisite: PSYC 202. Annually.*
PSYC 213  Research Methods and Statistical Analyses I  3.0; 3 cr.
A course on basic research designs and statistical analyses in psychological research. The course combines both lectures and lab based sessions. 
*Prerequisite: PSYC 202. Annually.*

PSYC 215  Child Abnormal Psychology  3.0; 3 cr.
An introduction to the major theories and treatment perspectives of abnormal behaviors in children and adolescents including autism and schizophrenia, attention-deficit hyperactivity disorder, conduct disorders, phobias, and depression. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 217  Abnormal Psychology  3.0; 3 cr.
An introduction to the major theories and treatment perspectives of abnormal behaviors including phobias, eating disorders, depression, bipolar disorder, schizophrenia, substance-use disorders, and sexual disorders. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 219  Sensation and Perception  3.0; 3 cr.
A course that examines the physiological mechanisms of the primary sensory systems and explores their relationships to higher cognitive functions. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 221  Psychology of Learning  3.0; 3 cr.
A course that examines neurological, behavioral, and other current approaches to human learning. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 223  Research Methods and Statistical Analyses II  3.0; 3 cr.
A course on advanced research designs and statistical analyses in psychological research. The course combines both lectures and lab-based sessions. 
*Prerequisite: PSYC 213. Annually.*

PSYC 225  Psychology of Personality  3.0; 3 cr.
A course that examines methods of measuring personality, theories of personality, and biological and sociological factors that influence personality. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 227  History and Systems of Psychology  3.0; 3 cr.
A course on the historical development of scientific conceptions of human behavior in the context of contemporary psychological systems. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 229  Psychology of Development  3.0; 3 cr.
A course on psychological development from before birth to adulthood. 
*Students who receive credit for EDUC 225 cannot receive credit for PSYC 229. Annually.*

PSYC 231  Psychological Measurement and Scaling  3.0; 3 cr.
A course on the principles and methods of measurement and scaling in psychology. 
*Prerequisites: PSYC 202 or 102, and a course in statistics. Occasionally.*

PSYC 233  Cognitive Psychology  3.0; 3 cr.
This course introduces students to the main areas of cognitive psychology, including the following: perception, neuroscience, attention, visual imagery, memory, language, concepts, problem solving, judgment, and cultural cognition. There is special emphasis on applying knowledge to everyday practice. 
*Prerequisite: PSYC 202 or 102. Annually.*

PSYC 235  Special Topics in Psychology  3.0; 3 cr.
A course that provides a general overview of an area of psychology that is not normally covered by the department’s offerings. 
*Occasionally.*
PSYC 237  Behavioral Neuroscience  3.0; 3 cr.
An introduction to the neural basis of behavior. The course surveys the structure and organization of the human brain and how complex behavior arises from it. Prerequisite: PSYC 102 or 202. Annually.

PSYC 239  Introduction to Clinical Psychology  3.0; 3 cr.
An introduction to the field of clinical psychology with a view to understanding the research, assessment, and intervention approaches considered by clinical psychologists and the theoretical, ethical, and professional issues confronting them. Prerequisite: PSYC 202 or 102 and pre or co-requisites: PSYC 215 or 217. Annually.

PSYC 241  Introduction to Health Psychology  3.0; 3 cr.
An introduction to the field of health psychology with a view to understanding psychological and lifestyle factors in a variety of major diseases such as heart attacks, cancer, and AIDS; and to considering best practices in the prevention of ill-health and the promotion of good health. Prerequisite: PSYC 202 or 102. Annually.

PSYC 242  Positive Psychology  3.0; 3 cr.
This course focuses on psychological principles and practices that relate to personal and collective flourishing and fulfillment in life. Specific topics include self-esteem, friendship, love, achievement, creativity, luck, spirituality, exercise, healthy sexuality, and humor. Prerequisite: PSYC 202. Annually.

PSYC 243  Applied Psychology Research Project  3.0; 3 cr.
This course requires students to plan, conduct, and write up a full study that addresses psychosocial issues in applied settings such as business, industry, hospitals, or public/private institutions. The course is meant to build upon and further develop the research and data analysis skills acquired in introductory research methods courses, and statistical analyses courses. Prerequisites: PSYC 213 and PSYC 223. A minimum grade of 75 in both PSYC 213 and PSYC 223 is required. Annually.

PSYC 247  Introduction to Culture and Psychology  3.0; 3 cr.
The course aims to sensitize students to the importance of culture in psychological processes, and focuses on indigenous, cultural, and cross-cultural psychological theories and findings. Prerequisites: PSYC 202 or 102. Annually.

PSYC 251  Introduction to Cognitive Science  3.0; 3 cr.
This course is an introduction to the interdisciplinary study of cognitive science which involves research about the workings of the mind from the fields of psychology, linguistics, philosophy, education, computer science, neuroscience, anthropology, engineering, and others. The course aims to provide students with an appreciation for the range of disciplinary perspectives and methods, and the applications of cognitive science to everyday life. Annually.

PSYC 291  Senior Tutorial  3.0; 3 cr.
Prerequisites: PSYC 213 and 223, senior standing, and a minimum average of 80 in the major. Offered on request.

PSYC 293  Undergraduate Seminar in General Psychology  3.0; 3 cr.
A review of significant research in major areas in psychology. Prerequisites: PSYC 213 and 223, and senior standing. Annually.

PSYC 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. Offered occasionally.
39 Credits in PSYC¹

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<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>
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<td>Lecture Courses</td>
<td>Required credits in the humanities: 12 credits including 6 credits from CVSP</td>
<td>Required PSYC courses (15): PSYC 102(3) or PSYC 202(3), 213(3), 223(3), 227(3), 293(3) and eight courses from the following three categories (24): Category 1 (3 out of 4 are required): PSYC 211(3), 215(3) or 217(3), 225(3), 229(3); Category 2 (3 out of 4 are required): 219(3), 221(3), 233(3) or 251(3), 237(3); Category 3 (two electives): PSYC 231(3), 235(3), 239(3), 241(3), 242(3), 243(3) 247(3), and courses in Category 1 and 2 not already chosen. One social science must be an approved General Education course from outside the major</td>
<td>Two natural science courses (3) numbered 200 and above. (A BIOL course is recommended.)</td>
<td>Required: 1. CMPS 206(3)</td>
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<tr>
<td>1. Required Arabic course: ARAB 201A or any General Education Arabic communication skills (3)</td>
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<td>2. Required English courses: ENGL 203(3), 204(3)</td>
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Seminar (3) Required (3): PSYC 293(3)²
Laboratory (6) Required (3): PSYC 213(3), 223(3)
Research Project (3) Required (3): PSYC 223(3), 211(3), 213(3), 217(3), 223(3), 225(3), 233(3), 235(3), 239(3), 241(3), 243(3), 247(3), and courses in Category 1 and 2 not already chosen. One social science must be an approved General Education course from outside the major
CMPS 206(3)

¹ Plus 21 free elective credits.
² Seminar, laboratory, and research project courses may be listed more than once.

Sociology-Anthropology

BA in Sociology and Anthropology

Mission Statement

The mission of the SOAN degree offered by the SBS department is to make students aware of the different contributions of anthropology, communication, and sociology. The aim is to train students in the conceptual, research, and applied tools of these three 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 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 201, SOAN 203, or SOAN 204. If admission to SOAN is based on SOAN 101, an additional SOAN or any social science course is required.
For purposes of meeting department admission requirements, students are not permitted to take SOAN 101 or SOAN 201 more than twice. While completing SOAN 101 qualifies a student to meet one of the admission requirements to the major, the 100 level courses will not be counted towards a major requirement. Prospective majors who obtain a grade below 60 in SOAN 201 are not permitted to take the course for a second time for the purpose of meeting the departmental admission requirements. Requirements for the BA program include SOAN 101 or SOAN 201 or SOAN 203 or SOAN 204, SOAN 228, SOAN 210, SOAN 211, SOAN 212, SOAN 213, SOAN 214, and a seminar from SOAN 240–245, 250-252, plus 15 additional credit hours, as well as a course in computer literacy (such as CMPS 206). If exempted from CMPS 206, students should take 3 credits in Quantitative Thought.

The requirements for a BA degree in Sociology-Anthropology are 90 credits for students entering the department at the sophomore level, including 39 credits in the major. The distribution of university requirements is as follows:

**University Requirements**

**University Language requirements:** English (6cr) and Arabic (3cr).

**University General Education requirements:** 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.

The sociology-anthropology program offers three areas of specialization: **anthropology, communication, and sociology.** For a **minor in anthropology** the requirements are SOAN 203 or SOAN 212, SOAN 222 or SOAN 225, and SOAN 221 or SOAN 227, plus two electives from SOAN 212, SOAN 214–217, SOAN 220–227, SOAN 232, SOAN 240–245, SOAN 250-252, and SOAN 290 (if selected topic in Anthropology). For a **minor in communication,** the requirements are SOAN 205, SOAN 228, and SOAN 229, plus two electives from communication courses including the following: SOAN 204, SOAN 206, SOAN 207, SOAN 230, SOAN 231, SOAN 233, SOAN 234, SOAN 235, SOAN 236, SOAN 239, SOAN 243, and SOAN 290 (if selected topic in Communication). For a **minor in sociology** the requirements are SOAN 101 or SOAN 201, SOAN 213, and SOAN 214, plus 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). Students who wish to undertake a master’s degree in sociology are strongly advised to take SOAN 210 as an elective in their minor. The SOAN program, in collaboration with the departments of Philosophy and PSPA, offers a minor in Human Rights and Transitional Justice. For this minor, the requirements are: SOAN 245, SOAN 240 or PSPA 235, and three electives from the following: SOAN 221, SOAN 230, SOAN 231, SOAN 232, SOAN 242, PSYC 211, PHIL 216, PHIL 252, PSPA 222, PSPA 232 and any special topic in SOAN, PSYC, PHIL, PSPA, which will fit with the minor topic, upon the approval of the respective department chair and the minor coordinator. Students majoring in sociology-anthropology should take at least three courses outside the SOAN program.

**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. Annually.*
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 anthropology encompassing the traditional subfields of cultural, physical, linguistic, and archaeological anthropology. The course prepares students for further study in anthropology. Each semester.

SOAN 204  Introduction to the Communication Process  3.0; 3 cr.
An introduction to the study of human communication processes. The course draws upon relevant concepts in social psychology and depends heavily on class group projects, usually in the form of simulations of communication situations. Annually.

SOAN 205  Basic News Reporting 3.0; 3 cr.
An introduction to basic news writing and editing for newspapers and magazines. This course teaches students the fundamental elements of the simple news story such as headlines, leads, and body. It also covers reporting techniques and processes relevant to the coverage of political, economic, social, and cultural developments. Annually.

SOAN 206  Advanced News Reporting 3.0; 3 cr.
The course introduces the student to simple and complex journalistic investigations of the role of government and business in society as well as their interrelationships. Annually.

SOAN 207  Digital 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, and explores new media production skills, including blogs, podcasts, photo and video manipulation. Annually

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  Social Anthropology  3.0; 3 cr.
A general introduction to the theories and methods of anthropology with special attention to the transformation of traditional society; this course examines the primary institutions of family, economy, religion, and politics in relation to technological change and modernization. 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 214  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. *Annually.*

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. *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 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.
A course examining concepts of power and authority and the evolution of the state from a comparative point of view. A special focus is placed on studies of leadership, law, bureaucracy, and state formation in both traditional and modern systems. *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 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  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 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 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  Mass Media and Society  3.0; 3 cr.
A survey of mass media institutions and an examination of the role of the mass media in society, including an introduction to basic principles and concepts as developed in the West and as applied in the Middle East. Annually.

SOAN 229  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 230  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. Alternate years.

SOAN 231  Communication Campaigns  3.0; 3 cr.
A course that seeks to give students the opportunity to apply, in a strategically integrated manner, the concepts and procedures used in advertising and marketing research. Working in groups, students are required to plan and develop comprehensive marketing communications campaigns to promote social ideas or commercial items using numerous media and research techniques. 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 233  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. Alternate years.

SOAN 234  Public Relations 3.0; 3 cr.
The course introduces the student to the world 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. Alternate years.

SOAN 235  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. Alternate years.

SOAN 236  Broadcast Media 2.2; 3 cr.
Introduces the role and impact of TV and broadcast news on society and covers political, commercial, legal and ethical issues in broadcasting. Covers basic skills in radio and TV broadcast news gathering, writing, editing and producing. Prerequisite: SOAN 205 or Instructor permission. Annually.

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 Communication  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.
Diploma Program in Media Communication

The SBS Department offers a diploma program in media communication. Courses in this program are elected to include a balance of practical and theoretical courses. Two are practical journalism courses (SOAN 205 Basic News Reporting and SOAN 206 Advanced News Reporting or SOAN 236 Broadcast Media), two are a combination of theoretical and practical courses (SOAN 234 Public Relations and SOAN 235 Advertising or SOAN 231 Communication Campaigns), and the remaining three courses deal mainly with the role of media in society, media regulations and ethics.

The Diploma Program in Media Communication prepares students to pursue professional careers in media and public relations institutions. This requires specialization in the subject matter of communication in the Department of Social and Behavioral Sciences that could be completed before or during professional preparation in the Faculty of Arts and Sciences. Once completed, this preparation culminates in a diploma in media communication which prepares a student for careers in media and public relations institutions. The program comprises a total of 21 credit hours in the subject of communication.

Admission to the Diploma Program in Media Communication

For admission to this diploma program, students in any major may enroll as part of their bachelor’s degree program or after completing the bachelor’s degree. Holders of this diploma will be capable to handle professional tasks in media institutions (journalism, public relations and advertising), as well as government and public institutions.

New students should obtain an application from the Admission’s Office and apply as new students. Applications will be reviewed by the Department of Social and Behavioral Sciences and, when accepted, students will be classified as special students working for the diploma in media communication. Completion of the bachelor’s degree is a requirement for admission of new students to the diploma programs. AUB students working for their bachelor’s degree at AUB have to apply to the SBS department directly.

Qualifications for the Diploma in Media Communication

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 Department of Social and Behavioral Sciences. The purpose of this diploma is to provide knowledge and training in the area of media communication. Holders of such a diploma are expected to be up to date on the role of the media in society and proficient in media regulations, ethics, and practices. For completion of this program 21 credit hours are required with a cumulative average of 70.
The program is composed of the following courses (5 required, 2 electives):

Required Courses: Students are required to take all these courses

SOAN 204: Introduction to Communication
SOAN 205: Basic News Reporting
SOAN 207: Digital Media Literacy
SOAN 228: Media and Society
SOAN 229: Communication Theory

Elective Courses: Students can select two of the following courses

SOAN 206: Advanced News Reporting
SOAN 230: Public Opinion
SOAN 231: Communication Campaigns
SOAN 233: Persuasion in the Media Age
SOAN 234: Public Relations
SOAN 235: Advertising
SOAN 236: Broadcast Media
SOAN 239: Special Topics
SOAN 243: Seminar in Communication

39 Credits in SOAN

<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>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture Courses</td>
<td>1. Required Arabic course: ARAB 201A or any General Education Arabic communication skills (3) 2. Required English courses: ENGL 203(3), 204(3)</td>
<td>Required credits in the humanities: 12 credits including 6 credits from CVSP</td>
<td>Required (24): SOAN 101(3) or 201(3) or 203(3), 204(3) or 228(3), 210(3), 211(3), 212(3), 213(3), 214(3), 240(3) or 241(3) or 242(3) or 243(3) or 245(3), 2. Electives (15) from SOAN 205 and SOAN 216–299</td>
<td>Required 6 credits</td>
<td>CMPS 206(3)</td>
</tr>
</tbody>
</table>

Seminar (3) | Required (3): SOAN 240(3), 241(3), 242(3), 243(3), 245(3), 250(3), 251(3) or 252(3)² |

Laboratory (6) | SOAN 211(3) | CMPS 206(3) |


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 pp. 277,
Social and Behavioral Sciences (Six Minors)

**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 214–217, SOAN 220–227, SOAN 232, SOAN 240–242, SOAN 250-252, and SOAN 290 (if selected topic in Anthropology).

**Communication:** three core courses (SOAN 205, SOAN 207, SOAN 228, SOAN 229) and two electives from the following: SOAN 204, SOAN 206, SOAN 207, SOAN 230, SOAN 231, SOAN 233, SOAN 234, SOAN 235, SOAN 236, SOAN 239, SOAN 243, and SOAN 290 (if selected topic in Communication).

**Psychology:** two core courses (PSYC 102 or PSYC 202, PSYC 227) and three electives from PSYC 211–251 except PSYC 213, PSYC 223, and PSYC 243.

**Sociology:** three core courses (SOAN 101 or SOAN 201, SOAN 213, SOAN 214) 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).

**Cognitive Science:** PSYC 251 is required. PSYC 251 cannot be counted as a psychology course for the purpose of this requirement. The remaining 12 credits must be chosen from the following courses: PSYC 219, 221, 227, 233, 235, and 247; PHIL 221, 222, 223, 257, 258; ENGL 227, 230, 232, 246; EDUC 215, 221, 225, 290, 290F; CMPS 287; and BIOL 290AF-1, 290T-1, on condition that the 12 credits chosen span three of the five disciplines. Only 3 credits of the 15 credits taken for the minor may count toward the student’s major.

**Human Rights and Transitional Justice:** The requirements are: SOAN 245, SOAN 240 or PSPA 235, and three electives from the following: SOAN 221, SOAN 230, SOAN 231, 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.