

**Master of Arts in Mass Communication**  
**Program code: 038010**

***INTRODUCTION***

The Department of Media offers a study program that aims to provide a master's degree in **mass communication** through the thesis and project track. The first program in Kuwait aims to meet the many needs and desires of graduates and the results of enhancing the academic level of teachers and keeping pace with the development of entertaining media in public life.

*According to the University Council decision dated 4/2/2007, Thesis students admitted with effect from September 2007 are exempted from the comprehensive examination.*

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***PROGRAM REQUIREMENTS***

**36 (36) TOTAL COURSE CREDITS**

**15 (15) COMPULSORY COURSES (3 credits each)**

0380-501	Contemporary Issues in Mass Communication & Society
0380-502	Mass Communication Theory
0380-503	Communication Law & Ethics
0380-504	Research Methods
0380-505	Critical & Qualitative Approaches in Mass Communication

**12 (18) ELECTIVES COURSES (3 credits each):**

0380-506	Integrated Strategic Communication
0380-507	Media Writing in Strategic Communication
0380-508	Strategic Communication Management & Media Planning
0380-509	Convergence Journalism
0380-510	Multi-Media Production in Convergence Journalism
0380-511	Mass Communication & Public Opinion
0380-512	Media Production, Direction & Performance
0380-513	Multi-Media Script Writing & Content Creation
0380-514	Multi-Media Arts & Production
0380-515	Special Topics in Mass Communication

\*The student can register in Mass Communication courses from level (400) provided that it's connection to the program and not exceeding (6 Cr) and after the approval of program Director.

## 9 (3) COMPULSORY COURSES

0380-593	Project	(3)
0380-597	Thesis	(0)
0380-598	Thesis	(0)
2000-599	Thesis	(9)

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## COURSE DESCRIPTION

### 0380-501: Contemporary Issues in Mass Communication & Society

Cr: (3)

This course is devoted to the analysis and discussion of contemporary issues in mass communication. It incorporates a comprehensive overview of mass media organizations, the way they function, and their influence on individuals and society in general. The course also examines how governments and various societal institutions impact media practices as well as the issues media professionals face. The course highlights current trends and developments in mass media in order to empower students to become knowledgeable consumers and critical thinkers of mass media.

### 0380-502: Mass Communication Theory

Cr: (3)

This course introduces students to mass communication theory and discusses the major theoretical approaches such as agenda-setting, media effects, framing, uses and gratification and technological determinism. The course describes the process of the theory development as it relates to mass communication research and analysis. Students will track the historical advancements of mass communication theory as well as analyze and critique theories that guide mass communication inquiry. During this course students also learn how to develop a theoretically based argument in regard to a research question or hypothesis.

### 0380-503: Communication Law & Ethics

Cr: (3)

The course deals with the study of legal and ethical issues in the media, media regulation and policy, and the relationship between law and ethics. Students will explore key ethical issues in professional communications in general and GCC countries in particular. Among the topics that will be discussed throughout the course are the ethical role of journalists in modern society, privacy,

freedom of speech, censorship, self-censorship, confidentiality, conflict of interest and minority rights in the media. Students will enhance their critical thinking skills in analyzing media messages and case studies within different ethical frameworks as well as developing guidelines for ethical and professional behaviors.

### 0380-504: Research Methods

Cr: (3)

PR:0380-502

This course is designed to introduce students to methodologies typically used by researchers to conduct communication research. Students will learn how to take theoretical frameworks and apply them in practical research setting and how to add primary research to the relevant literatures as well as apply research designs such as surveys, in-depth interviews, focus groups, content analysis, textual analysis and experiments. It provides a comprehensive outline for conducting media-related research studies, including theory-building, hypothesis testing, sampling techniques, quay in in dings, analyzing findings, and the implications of research results. With a more quantitative focus, it also highlights major descriptive and inferential statistical techniques applied in analyzing research data. Students will have a sufficient understanding of how to use statistical tools to conduct primary research.

### 0380-505: Critical & Qualitative Approaches in Mass Communication

Cr: (3)

PR:0380-504

Students in this course will delve thoroughly into qualitative and critical approaches in analyzing mass communication content and phenomena. While quantitative and qualitative approaches are sufficient to scholarly investigate research topics,

employing critical approaches of some schools of thought provide different and deeper levels of analysis to communication research and content. The course will discuss the postmodern, feminist, and critical approaches in theory and practice and how they can be applied in mass communication research. It will also involve the research methods that best suit these approaches such as textual analysis, discourse analysis, in-depth interviews and case study.

**0380-506: Integrated Strategic Communication**  
**Cr: (3)**

This course provides students with a comprehensive understanding and practice of integrated communications which marketing, public relations, and advertising professionals are using to face the biggest challenges in the contemporary marketplace. It discusses how digital and social media technology has changed marketing, public relations and advertising, and gives detailed strategies on how to embrace such evolving platforms such as Facebook, YouTube, Twitter, Instagram, mobile apps, websites, search engines and many more. Students will learn how to integrate these tools and tactics into goal-oriented campaigns that enhance brands, create a buzz, encourage interactivity, and motivate the desired behaviors.

**0380-507: Media Writing in Strategic Communication**  
**Cr: (3)**

**PR: Completing two course from the program**  
This course includes the different types of writings in the field of integrated communication which includes public relations, marketing and advertising. Students will learn how to write news releases, fact sheets, annual reports, corporate social responsibility reports, newsletters, memos, speeches, invitations and how to design media kits. They will learn the correct formats for these types of writings such as the Global Reporting Initiative for writing social responsibility reports. Students will learn how to copywrite for advertisements in their major three components: headlines, subheads, and body-copy. This course will apply these writings on multiple traditional and new media platforms particularly on social networking websites. Students will also learn how to publicly speak as part of being professional communicators.

They will learn and apply the required skills to successfully present on different occasions.

**0380-508: Strategic Communication Management & Media Planning**  
**Cr: (3)**

**PR: Completing two course from the program**  
This course will examine the role of strategic communication in the success of organizations and will attempt to empower students with the strategic insights and instincts that are at the heart of organizational communication. It will address the challenges that strategic planners face in a world of fragmented audiences and multiple media options. The course focuses on developing the ability to strategically influence audiences and stakeholders and extend an organization's vision and mission through communication. It will also focus on integral concepts and sub-fields of strategic communication such as advocacy, fundraising, relations-building and brand management. The course will help students embark on their careers by learning how to build relations with an organization's stakeholders, how to create and implement media plans and campaigns, how to research, plan, execute and evaluate communication programs, and how to practice strategic communication on multiple media platforms.

**0380-509: Convergence Journalism**  
**Cr: (3)**

This course will introduce students to the fundamental theoretical foundations of convergence media, particularly toward journalism as the industry has changed due to new technologies and has become multimedia in nature. Students will learn how to utilize their analytical skill to understand media and journalism convergence practices at the individual, organizational, and industrial levels. Through the literature and empirical studies, the course will also investigate the political, economic, social, and cultural impacts initiated by this media transformation.

**0380-510: Multi-Media Production in Convergence Journalism**  
**Cr: (3)**

**PR: Completing two course from the program**  
This course is designed to involve students in applying convergence journalism practices initiated by the continuing development of technology.

Journalists today can enhance their storytelling by adding multimedia to their reporting: audio, video, photography, and data visualization. In this course, students will be introduced to several tools, software and applications that are needed to create a multimedia news story. Specifically, it will focus on how to successfully utilize these instruments to produce a modern format of hard and soft news stories.

**0380-511: Mass Communication & Public Opinion**

**Cr: (3)**

This course discusses the theoretical and practical aspects of public opinion as integral to modern democracies and media industries. Students will learn what public opinion is, why it is important, how to measure it, and how traditional media and social networking websites can influence it, both negatively and positively. The purpose of the course is to provide students with the knowledge and skills to measure public opinion as media professionals and understand its significance and evolution in a changing media environment as media analysts.

**0380-512: Media Production, Direction & Performance**

**Cr: (3)**

This course is for students who desire to direct media content. Students will learn how to critically watch movies, series, cultural and variety programs and identify the language of directing as well as the involved technicalities. The course aims to develop students' directing techniques including the ability to break down the script into storylines using critical thinking as well as directing strategies, in addition to designing an efficient shot list and applying the director's creative vision. The goal of the course is to develop a visual language that is ready for broadcast such as a short scene on social media, a video news release, a show or film on traditional or new media.

**0380-513: Multi-Media Scrip Writing & Content Creation**

**Cr: (3)**

**PR: Completing two course from the program**

The course teaches students how to apply the principles of script writing for multiple forms of traditional and new media through different practical assignments. Students will learn the techniques of combining key elements such as shot selection, camera movements, and the writer's

voice in the script to communicate the themes, plot, and create a compelling story. Students will be introduced to a variety of script writings used in documentaries, dramas, and cinema. They will also learn the rules of script writing on social media which require quicker plotting and audience attention. As part of content creation, students will learn how to identify topics of interest by knowing the process of ideation and understanding their audiences. This course will enable students to generate ideas of interest as well as enable them to write different scripting styles in different traditional and new media platforms.

**0380-514: Multi-Media Arts & Production**

**Cr: (3)**

**PR: Completing two course from the program**

This course is designed to give students practical examples and experiences directors and producers face in the various sectors of media industries. Students will be introduced to the technical terminologies of the industry in the different stages of pre-production, production, and postproduction. The course will provide students the opportunities to know how directors and producers deal with many aspects of production such as pitching ideas, script analysis, scheduling, budgeting, collaborating with the creative team, camera blocking, planning the shot list, and visual composition.

**0380-515: Special Topics in Mass Communication**

**Cr: (3)**

This course is designed to delve more into the details of specific mass communication phenomena the instructor would like to focus on. Issues and topics such as crisis communication, corporate social responsibility, data journalism, gender in advertising, corporate sponsorship, citizen journalism, industrial trends in TV and viewership would require thorough examination to understand them. The instructor can dedicate this course to fulfill that purpose and reach better learning outcomes and deeper understanding of a communication phenomenon.

**0380-593: Project**

**Cr: (3)**

**PR: Passing The comprehensive Exam test**

Students in this course will choose, with the acceptance of his/her academic advisor, a mass communication topic and apply practical media and communication skills towards it in great details. Students need to demonstrate their ability to apply

the skills they have learned throughout the courses of the program whether they relate to strategic communication, convergence journalism or multi-media production.

**0380-597: THESIS**  
**CR: (0)**

**0380-598: THESIS**  
**CR: (0)**

**2000-599: THESIS**  
**CR: (9)**