



ARABIC MEDIA & JOURNALISM

APA Program: Intensive Arabic - Rabat, Morocco

Language of instruction: Arabic

US semester credits: 4.0

Contact hours: 36

Term: Summer (6 weeks)

Course Description

This course is designed to enable students interested in media and social media in Arabic to master the relevant and necessary linguistic skills. Students are introduced to a number of vocabularies, conversational styles and analytical assignments related to the topic of media and journalism. One of the main objectives is to have students explore issues and challenges that impose themselves on media and journalism in the Arab world.

Audio-visual materials are highly considered in this course so as to achieve its objectives.

The focus will be on the Middle East and MENA region to discuss the following topics:

- Media and politics
- Media and society
- Media and economy
- Media and religion

Course Outcomes

- **Listening**
 - Students will be able to hone and strengthen their listening skills through carefully selected podcasts, TV programs and videos available on social media.
- **Speaking**
 - Students will be able to conduct oral presentations, contribute to group discussions and make interviews in which they are supposed to invest what they have learned in class.
- **Writing**
 - Under the meticulous supervision of their facilitator, students will be able to contribute to the class media magazine and online local platforms with their articles and photographs.

Class Rules

To create an effective learning environment, students are expected to observe the following:

- Come to class on time.
- Stay current on the schedule for the course and complete all assignments on time.
- Notify the instructor and the helpdesk ahead of time and promptly if the student needs to be absent or late for class.

- Students may work with fellow classmates to complete the homework assignments, but each student will complete and submit his or her own work.

Course Schedule

There is a high degree of flexibility regarding the order and selection of topics. The instructor will adjust the syllabus throughout the course based on students' background, interests, work, experiences, future plans, and expectations as well as current events that are unfolding in the target country. Students are encouraged to submit topics to the instructor, if they would like to cover a topic in class that is not listed in the Course Schedule.

- Initiation to Journalism
 - Topics
 - History of Moroccan journalism
 - History of Arab journalism
 - Objectives
 - A chronology of Arab press and media and its situation between the past and now.
- Media and Politics
 - Topics
 - Media and Arab revolutions
 - Social media and the February 20th movement
 - Objectives
 - Students will be engaged in figuring out to what extent social media effectively contributed to the rise and success of revolutions in the Arab world.
- Media and Economy
 - Topics
 - The use of social media for fast income
 - Media and economic development
 - Objectives
 - This part presents social media as a socio-economic phenomenon and its role in the rise of new social and economic class.
- Media and Society
 - Topics
 - The controversial phenomenon of *micro trottoir* (micro sidewalk)
 - The impact of media on Arab societies
 - Objectives
 - Students are encouraged to make interviews with actors in civil society organizations to check the impact and changes media makes in society.
- Media and Religion
 - Topics
 - Freedom of speech and religion
 - Religious media
 - Objectives
 - Students will explore similarities and differences in the speeches delivered by the media and influential actors in the religious sphere.

- Media and Art
 - Topics
 - Media towns in the Arab world
 - The role of media in promoting art and culture
 - Objectives
 - A scan of the media cities in the Arab world and how such projects make some Arab nations pioneers in the field of art, media and culture.
- Media Censorship in the Arab World
 - Topics
 - Taboos in the Arab media
 - Controversial social media content
 - Objectives
 - We will study the characteristics and motifs of censorship in the Arab world and its background.

Assessment

The course consists of listening, reading, speaking, and writing assignments individually, in pairs, or in groups. Specific course requirements include:

- **Written examinations:**
 - There are 2 scheduled written exams. The duration of each is 2 hours, maximum. Written exams take different forms in which students do the following:
 - Write an essay based on a given problematic or statement
 - Analyze an essay
 - Answer questions after listening to a podcast or watching a video
 - The linguistic accuracy in terms of vocabulary and structure in addition to cognitive performance are highly considered by the instructors when grading. Students are informed beforehand about the nature of the exam.
- **Oral Presentations:**
 - Students are required to give 2 oral presentations during the term.
 - The choice of the subject is open to students to decide. Participants can choose to present either individually or in groups where they are also free to join students from other levels.
 - Oral presentations are moments of self-reflection and experience sharing as students perform and engage in creative activities through which they express their feelings, reflect on their learning process, and share their experience with peers, NGO advisors, and their Arabic teachers.
 - The time of each presentation is limited between 20 to 30 minutes maximum.
 - Students are free to use various aids, whether they are PowerPoints, music, food, posters, etc. However, we discourage students from relying excessively on written notes. Students will be graded on the content, delivery, and creativity of their presentations.
 - Pronunciation, fluency, width of vocabulary, and appropriate, functional usage of Arabic will be taken into account when grading.
 - Students are required to use the vocabulary and grammatical structures they have covered in class.
 - The language used in a presentation should be accessible to any student of the same language level.

- The presentation is open to anyone interested: other professors, other students, staff members.
- **Quizzes:**
 - There are 4 quizzes throughout the term. They are scheduled in order to prepare the students for both written and oral assessment.
- **Homework:**
 - Reinforcement exercises are assigned daily, with students expected to spend an average of one to two hours on homework every day.
 - Exercises will consist of written and oral assignments such as: field exercises, watching news and documentaries and read or listen to scientific, political, social, economic, religious and cultural reports.
 - Students are required to prepare and deliver presentation about a given topic.
 - Participants are supposed to submit the exercises by the indicated deadlines. Late assignments are not accepted, which will be reflected in the course grade.
- **Attendance and Active Participation:**
 - Ask and answer questions
 - Interact with peers and teacher
 - Make suggestions
 - Read, watch and listen to the assigned lessons ahead of class time to familiarize yourself with the specific vocabulary and content of the course and thus be able to follow class discussions and rehearse vocabulary with classmates.

Grading

- Written exams: 25%
- Oral presentations: 25%
- Quizzes: 20%
- Homework: 15%
- Attendance and participation: 15%

Grading Chart

- A 93% - 100%: Excellent & Outstanding
- A- 90% - 92%: Extremely good work
- B+ 87% - 89%: Very good work
- B 83% - 86%: Good work
- B- 80% - 82%: Quite a bit better than average
- C+ 77% - 79%: Better than average
- C 73% - 76%: Average; satisfactory work
- C- 70% - 72%: Almost satisfactory
- D 60% - 69%: Barely passing
- F 0 - 59%: Failure

This course is administered by our on-site partner, Langzone 