

# Department of Sociology, Anthropology, and Media Studies

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Director of Media Studies:	Farah, May
Professors:	Hanafi, Sari
Associate Professors:	Atwood, Blake; Burris, Greg; Scheid, Kirsten; Wick, Livia
Assistant Professors:	Al-Hardan, Anaheed; Bouali, Nadia; Carney, Josh; Enzerink, Suzanne; Farah, May; Kosmatopoulos, Nikolas; Majed, Rima; Michael, Marc; Mourad, Sara; Perdigon, Sylvain; Saleh, Elizabeth; Tarraf, Zeina
Lecturers:	Barakat, Rabie; Fathallah, Zeina; Hamdar, Sarah; Kanafani, Samar; Trabulsi, Fawwaz
Instructors:	Azar, George; Osman, Zeina
Affiliated:	Sbaiti, Nadya
Part-time Instructors	Agha, Dina; Aprahamian, Panos; Boustany, Nora; Daou, Mark; Ghanem, Samar; Kassir, Alexandra; Khouri, Rami; Khoury, Rana; Sukarieh, Rana

## BA in Sociology and Anthropology

### Mission Statement

This combined BA degree is designed for students with interests in both sociology and anthropology. It offers a multi-disciplinary curriculum based on the social sciences and the humanities. It prepares students to understand and engage with the social and cultural worlds we inhabit. The joint specialization in Anthropology and Sociology allows students to observe and investigate life in diverse societies while acquiring training in social and cultural theories and methods. It explores what it means to be a person in the Arab region and around the world by examining the ways people organize activities, social structures, institutions and belief systems. Courses will develop students' critical perspective on religion, family, class, medicine, art, displacement, war, social movements, human rights, gender, media, sexuality and colonialism. The BA prepares students to work in such areas as non-governmental and governmental organizations, think tanks, development agencies, research institutes and business and to pursue graduate work or teach in the social sciences and humanities.

## Admission

Admission to the sociology-anthropology program requires a minimum grade of C+ (or 70) in ENGL 203 and ENGL 204, and a grade of C+ (or 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 200 and above). The distribution of university requirements is as follows:

## 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.

## Diploma in Development Studies

The Diploma in Development Studies offers a variety of disciplinary and thematic approaches to development-related issues from a critical perspective rooted in the Global South. The diploma academically prepares students for careers in the development, humanitarian and aid sectors, as well as for careers in research centers or the policy world. It also prepares students for graduate or post-graduate studies in the field of development studies (or other related social science disciplines).

## Coursework

The Diploma in Development Studies requires eight courses, including six courses from predetermined subject areas and two elective courses. Please note that the diploma is at the undergraduate level. For graduate level courses to be taken, students must be of senior standing, not on probation, and must secure the consent of the department.

## Required Courses

A total of 24 credits (eight courses) are required for the diploma.

1) SOAN 219 Introduction to Development Studies

2) SOAN 210 Research Methods

3) Globalization, Inequality and Development. Pick one of the following (or equivalent as approved by the adviser) SOAN 223 Social Inequality: Conflict and Consensus, ECON 237 Economic Development I, PSPA 238 International Political Economy: From Imperialism to Globalization, PPIA 306 Political Economy

4)Labor, Migration and Development. Pick one of the following (or equivalent as approved by the adviser): SOAN 290AX Economy and Society, SOAN323AE Making and Unmaking Markets, ECON 222 Labor Economic

5)Humanitarianism, Forced Migration and Development. Pick one of the following (or equivalent as approved by the adviser): SOAN 242 Seminar in Globalization and Migration, SOAN 245 Seminar in Transitional Justice, SOAN 318 Human Migration

6)Gender and Development. Pick the following course (or equivalent as approved by the adviser): SOAN 225 Gender and Culture, SOAN290(TBA): Gender and Development

7)Two electives chosen with the approval of the adviser.

## Admission Requirements

For Non-AUB: New students should obtain an application from the Office of Admissions and apply as new students. Applications are reviewed by the department and, when accepted, students are classified as special students working for a diploma. Completion of the bachelor's degree is a requirement for admission of new students to the development studies diploma, in addition to proof of efficiency in English. Relevant work experience is favorable.

For AUB students: AUB students working for their bachelor's degree at AUB have to apply to the department directly after completion of their sophomore year with an overall average higher than 3.2

## 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 term.*

**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 term.*

**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 term.*

**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 term.*

**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 as 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 219 Introduction to Development Studies 3cr.**  
 This course aims at introducing students to one of the most widespread but also contested aspects of policy making today. Development has become a universal catchword - widely used (and abused) by politicians and policy experts to explain (in some version to construct) the economic and cultural gap between “developed” and “underdeveloped” countries. In academic circles, Development Studies emerged as a multidisciplinary field in order to engage with this process, concerning itself with understanding development as a long run historical process of social and/or ecological transformation; as a normative vision, description or measure of the state of being of a desirable society or global order; and as an often critical analysis of efforts at improvement undertaken by a variety of “developmental agencies” ranging from governments through social movements and civil society actors to international organizations. *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 as 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/ Arab Media and Society 3.0; 3 cr.**  
**MCOM 203**  
 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/ Communication Theory 3.0, 3 cr.**  
**MCOM 202**  
 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 Political Sociology 3.0; 3 cr.**  
 This course will provide an overview of the main theories and approaches in political sociology, and it will cover some of the key concepts in the field. It will start with a general introduction to political sociology and its relevance. This will be followed by a survey of the main classical schools of thought including pluralism, elite theories, Marxism, and corporatism. The course will then explore more contemporary theories in political sociology including authors such as Foucault, Gramsci, Arendt, Baumann or Skocpol. Following this general introduction, the course will then tackle major concepts and attempt to examine them through relevant case studies. These concepts will include: civil society, political organization, capitalism and neoliberalism, globalization, nation and nationalism, gender and sexuality, race, ethnicity and sectarianism, identity politics, contentious politics, social movements, revolution and violence. *Occasionally*

**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 3.0; 3 cr.**  
 to Signs in Society  
 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 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. *Listed as SOAN 214 prior to Fall term 2012-13. Prerequisite: Junior or senior status or consent of the instructor. Every term.*

**SOAN 238 Special Topics (Humanities) 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. *Note that this course is classified as a humanities, not a social science, course.*

**SOAN 239 Special Topics (Social Sciences) 3.0; 3 cr.**  
 A course that provides a general overview of an area in anthropology or sociology that is not normally covered by the department's offerings. *This course counts as a social science. 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 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 260

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 in Controversies: Ethics and Epistemology 3.0; 3 cr.**  
 An investigation of the cases that have shaken the discipline of anthropology and/ or sociology. This course uses some issues including cannibalism and espionage to enter into some of the core concern in the study of humans. What have been the ethical controversies moving our discipline? What are the epistemological questions raised by the controversies? *Occasionally.*



**SOAN 253 Political Sociology in the Arab World 3.0; 3 cr.**  
 This course tackles the question of power and society in the contemporary Arab world. It attempts to understand the political sociology of these societies through a focus on critical thinking and case studies. The course starts with a general introduction to the field of political sociology and its application in the Arab region. It then moves to exploring the concept of “orientalism” and its critique. This is followed by a discussion on researching Arab societies and some of the major problems faced or created by researchers. The rest of the course tackles some of the most pertinent debates in the Arab world today including: the role of civil society, the importance of organization, social classes and inequality, gender and politics, nationalism, sectarianism, political islam, the Arab uprisings, the role of youth, and war and violence. *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. *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. Sections of the paper will be published on the SOAM department website. *Every term.*

**SOAN 299 Directed Study 3–6 cr.**  
 A tutorial course offered to SOAN students with an average of 3.7 (or 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 3.7 (or 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 200–299</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

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## 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 of 2.7 (or 75) or more in MCOM 201 and MCOM 202 (within their first three semesters), and an average of 2.7 (or 75) or more in ENGL 203 and ENGL 204. Students admitted as media and communication majors must maintain an average of 2.2 (or 70) or more in their first three terms 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 an average of 2.7 (or 75) or more in MCOM 201 and MCOM 202 and a grade of B (or 75) or more in ENGL 203. If they have taken any additional MCOM courses, the average grade of all MCOM courses must be 2.2 (or 70) or more. If they have taken ENGL 204, their average in ENGL 203 and ENGL 204 must be 2.7 (or 75) 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, 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 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 SOAN 237 is required 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 corequisite: ENGL 203. Annually.*

**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 corequisite: ENGL 203. Annually.*

**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 corequisite: ENGL 203. Annually.*

**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 corequisite: ENGL 203. Annually.*

**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 corequisite: ENGL 203. Occasionally.*

**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 corequisite: 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 corequisite: ENGL 203. Occasionally.*

**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 corequisite: ENGL 203. Occasionally.*

**MCOM 217      Political Communication Campaigns      3.0; 3 cr.**  
 This course 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 corequisite: ENGL 203. Occasionally.*

**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 corequisite: ENGL 203. Occasionally.*

**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 corequisite: ENGL 203. Occasionally.*

**MCOM 220      Popular Culture      3.0; 3 cr.**  
 From the mid-20th century until the present 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 corequisite: 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 corequisite: 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 corequisite: 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. *Junior standing or permission of instructor. Pre or Corequisite: ENGL 203. Occasionally.*

**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. *Junior standing or permission of the instructor. Pre or corequisite: ENGL 203. Occasionally.*

**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 corequisite: ENGL 203. Occasionally.*

**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. *Pre or corequisite: ENGL 203. Annually.*

**MCOM 227 Media and the Environment 3.0; 3cr**  
 This course examines media's role in shaping the built and natural environments around us. It draws on developments in environmental communication and critical media infrastructure studies to consider media both as modes of communication and as technologies with material forms. The course explores the genres and communication strategies used by activists, artists, and media producers to articulate the environment and its problems. *Prerequisite: Junior standing. Occasionally.*

**MCOM 228 Introduction to Digital Media 3.0; 3 cr.**  
 In this course, students will learn how to navigate an ever-changing media reality beginning with digital media's origins and exploring its various life-cycle stages and development. Pre or corequisite: ENGL203. Annually.

**MCOM 229 Sex, Gender & Media in the Middle East 3.0; 3 cr.**  
 In examining how discourses of gender and sexuality have shaped the ways in which the "Middle East" has come to be imagined, this seminar will cover key debates that have, in turn, shaped academic knowledge production on gender in the region. The course also examines media's central role in the production and circulation of discourses and counter-discourses on the status of women and sexual minorities, as well as men and masculinities, in the Middle East. *Pre/co-requisite: ENG 203. Occasionally.*

**MCOM 230 Screening Crises 3.0; 3 cr.**  
 This undergraduate seminar sets out to introduce students to transnational film culture and illuminate how categories of difference—such as race, ethnicity, class, gender, sexuality, religion, and nationality—can both be reproduced and challenged through film. Throughout, we will alternate between theoretical explorations of keywords in transnational film studies, close readings of the primary texts themselves, and readings about (the economics of) an increasingly global film industry. *Pre/co-requisite: ENG 203. Occasionally.*

**MCOM 234 Labor, Media, and Gender 3.0; 3 cr.**  
 Examining theories of labor, creative economy, and media industries, this course explores the various entanglements between labor, media, and gender. It examines why certain kinds of creative labor—from filmmakers to social media influencer—have become gendered and to what end. The course also studies how media industries have understood and represented gendered labor. Rather than view media work as a static entity, it determines how industrial shifts, technological developments, and economic reforms have shaped creative labor. *Pre/co-requisite: ENG 203. Occasionally.*

**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 term.*

**MCOM 241 Introduction to Digital Media 3.0; 3 cr.**  
 This practice-based course introduces students to digital media, employing diverse perspectives in order to explore their cultural, political, economic and environmental dimensions. The course also examines digital media and their relationship/impact/connection to various institutions, discourses and practices, touching on issues of political engagement, the circulation of power, and cultural constructions of identity, relationships, and creativity. *Pre or corequisite: ENG 203. Occasionally.*

**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. *Pre or corequisite: ENGL 203. Occasionally.*

**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 corequisite: ENGL 203. Occasionally.*

**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 term 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. Occasionally.*

**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. Occasionally.*

**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. Occasionally.*

**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 corequisite: ENGL 203. 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 corequisite: 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. *Pre or corequisite: ENGL 203. Occasionally*

**MCOM251 Intermediate Photojournalism 3.0; 3 cr.**  
 This course is for students who have mastered basic photography skills and are familiar with the history of photojournalism. Students will learn about the ethics of photojournalism and explore critical issues in the field today. In addition to photojournalism, the class will cover the basics of documentary video shooting and the related fields of documentary photography and street photography. *Prerequisite: MCOM 225 or consent of instructor. Occasionally.*

**MCOM 252 Digital Media Practices 3.0; 3cr.**  
 This course is about the study and production of digital media on video and audio streaming platforms. The course will focus on increasingly popular media phenomena that are being produced independently and around the globe. Students will study, analyze, critique and produce one of these new media forms. *Pre or corequisite: ENGL203. Occasionally.*

**MCOM 253 Social Media Strategies 3.0; 3cr.**  
 This course aims to expand familiarity of theories and methods that explore the interrelationship between social media and society, how each is shaped by and in turn shapes the other. Students will critically explore the role of social media in contemporary society, and then engage with planning and implementing social media campaigns including content creation, seeding and promotion. *Pre/co-requisite: ENG 203. 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. Every term.*

**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 corequisite: 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 corequisite: 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 corequisite: 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 corequisite: 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 corequisite: ENGL 203. Every term.*

**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 term.*

**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 corequisite: 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, MCOM 223, MCOM 225, 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 246, MCOM 247, MCOM 251 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 is 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 other than SOAN courses.

