

CET Syllabus of Record

Program: CET Jordan

Course Title: (AM/LANG 325) Current Issues in Arabic Media

Total Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Arabic Language / Middle Eastern Studies, Communications

Language of Instruction: Arabic

Prerequisites / Requirements: Open to all program students

Description

This course explores multiple venues of Arabic media including, but not limited to, Arabic newspapers, magazines, news broadcasts, commentaries, interviews and other TV and radio programs. The course exposes students to varying perspectives in Arabic media and the nuances of presentation or spin relative to the bias or position of the source. Special attention is given to the influences of funding sources on content and coverage in addition to the influence of diction and style on audiences, particularly when communicating unauthorized opinions.

Students hone their verbal and written abilities to express opinions on social, political, and cultural issues relevant to contemporary Jordanian society. Students are challenged with advanced reading and listening exercises through exposure to authentic media materials. This class focuses on the precise terminology used by the media and its ideological dimensions. The class highlights links between word choice and differing generational mentalities surrounding ideas of tradition, modernity, and the future.

This course begins meeting a few weeks into the program, after a period of intensive instruction in MSA and Jordanian dialect. Depending on the number of students enrolled, the course may be split up into smaller groups so instructors can devote personalized attention to students at varying levels of Arabic to ensure all students are able to actively participate in the larger class meetings. Class sections make up approximately one-third of the total class hours, while large group meetings and activities make up the remaining two-thirds.

Objectives

In this course, students:

- Learn the history and background of key Arab news agencies
- Recognize the essential questions asked and answered by the media: Who, What, When, Where, How and Why
- Augment Arabic vocabulary with high-frequency vocabulary phrases and expressions used in media language
- Gain confidence listening to and understanding live TV and radio news
- Discover strategies for translating Arabic syntax into English equivalents
- Increase their understanding of contemporary Jordanian society and popular culture
- Develop the analytical and research skills necessary for understanding primary-source print media
- Practice using media language in oral presentations and written analyses

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Course Requirements

Class attendance, as outlined in the CET Attendance Policy, is critical for success in the course. Students are expected to actively participate in classroom discussions and lectures. Participation is assessed through three interactions: student to student, student to instructor, and student to themselves. Students also demonstrate active participation by engagement with material covered at home and output of paragraph length.

Homework includes reading and listening assignments of primary source Arabic material ranging from 3-5 pages or 5-30 minutes in length. Students come to class prepared to analyze material through discussion or by recording an oral response. There are two monthly projects for which students choose an article from the term syllabus to analyze. Students prepare a PowerPoint of at least 5 slides, speaking 2-3 minutes/slide using key words on the headline, media source, opinions, and bias of the chosen article.

For the final project, students choose two articles from the term syllabus or another official news source and compare them, analyzing headlines, sources, opinions, and bias. Students may complete this analytical comparison in the form of a 10-page paper or an oral presentation with a PowerPoint of at least 7 slides, and at least 15 minutes long.

Grading

The final grade is determined as follows:

Participation	30%
• 10%	Engagement with homework through the contribution of opinions and ideas
• 10%	Demonstrate understanding of and engagement with power structures in media coverage in topical areas - politics, society, culture, military, and religion.
• 10%	Engagement with material presented in class through analysis and advancement from literal to metaphorical understanding.
Homework	20%
Monthly projects (2)	20%
Final project	30%

Readings

Visual media samples are drawn from a variety of Arabic news channels including, but not limited to: *Al Jazeera*, *BBC Arabic*, *Al Arabiya*, *Al Hurra* and *Al Manar*.

Print media is drawn from local and regional newspapers and their corresponding websites including, but not limited to: *Ad Dustour*, *Al Arab Al Yawm*, *Al Ghad*, *Al Rai* and *Assabeel*.

أسد، الأسد صالح. الفضائيات الإخبارية والتحولت السياسية العربية، 2020، نور حوران للدراسات والنشر والتراث.
شقرة، علي خليل. الإعلام وغسيل الدماغ، 2020، دار أسامة للنشر والتوزيع.
الغرياني، وفاء محمد علي. العنف اللغوي في الخطاب الإعلامي العربي 2011 – 2016، 2021، نور حوران للدراسات والنشر والتراث.

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Outline of Course Content

Topic 1: Arab News Agencies: Introduction (two weeks)

- Overview of news outlets (private, public, government, service, official, unofficial)
- Overview of foreign sources funding Jordanian media and effects on ideology and coverage
- Media rhetoric and violent rhetoric
- Religious rhetoric in media language and ideologization of audiences
- Visual media and current issues

Topic 2: Media Production Styles (one week)

- Visual tools: pictures and video
- Eyewitness reporting: meetings, conferences and trials
- Interviews
- Analysis
- Critiques/Opinion Pieces

Topic 4: Strategies for reading and understanding media Arabic (one week)

- Pre-reading, skimming for main ideas, understanding organization, pulling out key vocabulary and essential details

Topic 5: Current events topical studies with emphasis on high frequency vocabulary phrases and expressions (approximately two weeks per topic)

- Politics – elections, demonstrations, diplomatic meetings and conferences
- Regional conflicts, military and terrorism
- Economy, business, law and finance
- Cultural reviews – literature, art and music
- Natural disasters and foreign aid