

<b>Program</b>	BS Media & Development Communication	<b>Course Code</b>	<b>MDC 122</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>CONTEMPORARY WORLD MEDIA</b>				
<b>Course Introduction</b>					
This course examines the global media landscape, focusing on the structure, content, and dynamics of media systems around the world. Students will explore the challenges and opportunities presented by globalization and the digital revolution in contemporary media.					
<b>Learning Outcomes</b>					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> <li>1. Compare and contrast media systems in different countries.</li> <li>2. Analyze the impact of globalization on media content and practices.</li> <li>3. Evaluate the role of digital media in shaping contemporary global communication.</li> </ol>					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1-3</b>	<ol style="list-style-type: none"> <li>1. Profile of News Channels: CNN</li> <li>2. Profile of News Channels: BBC</li> <li>3. Profile of News Channels: Fox News</li> </ol>				
<b>Week 4-6</b>	<ol style="list-style-type: none"> <li>4. Profile of News Channels: Bloomberg</li> <li>5. Profile of News Channels: Al-Jazeera</li> <li>6. Profile of News Channels: Star News</li> <li>7. Profile of News Channels: VOA</li> </ol>				
<b>Week 7-9</b>	<ol style="list-style-type: none"> <li>8. Profile of World Elite Press: The New York Times, The Washington Post</li> <li>9. Profile of World Elite Press: The Los Angeles Times, The London Times</li> <li>10. Profile of World Elite Press: The Guardian, Times, News Week, Economist</li> </ol>				
<b>Week 10-12</b>	11. News Agencies: AP, Reuters, AFP, DPA, APP				
<b>Week 13-14</b>	12. Media Conglomeration: Big Media Giants, AOL, Time Warner, Walt Disney, News Corporation, General Electric, Viacom				
<b>Week 15-16</b>	<ol style="list-style-type: none"> <li>13. Pakistani Media and its Role in Development: Overview and Case Studies</li> <li>14. Pakistani Media and its Role in Development: Critical Analysis and Future Prospects</li> </ol>				
<b>Textbooks and Reading Material</b>					
<ol style="list-style-type: none"> <li>1. Rodman, G. (2012). Mass Media in a Changing World: History, Industry, Controversy. McGraw-Hill.</li> <li>2. Akinfeleye, R., Amobi, T. I., &amp; Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing</li> <li>3. Akinfeleye, R., Amobi, T. I., Okoye, I. &amp; Sunday, O. (2009). The continued dominance of international news agencies: Comparing the coverage of 2008 US and Ghana elections by Nigerian media, Journal of African communication research, vol. 2 (3)</li> <li>4. Akinfeleye, R. (2008). Contemporary issues in mass media for development and national</li> </ol>					

security, Lagos: Malthouse Press Limited.			
5. James, C. P. and Michael, G. (2005). Mass Media and Society 4th edition. London: Arnold. ISBN 978-0340884997.			
<b>Teaching Learning Strategies</b>			
<ol style="list-style-type: none"> <li>1. Class Discussion</li> <li>2. Projects / Assignments</li> <li>3. Group Presentations</li> <li>4. Students led presentations</li> <li>5. Thought Provoking Questions</li> <li>6. Field Visits and Guest Speakers</li> </ol>			
<b>Assignments: Types and Number with Calendar</b>			
Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.			
<b>Assessment</b>			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.