

# NU-Q Summer 2020 Course Descriptions

## Communication Courses

### **MIT 298-0 Undergraduate Seminar: Understanding Media Industries**

This course provides an understanding of media industries as structures of production, distribution, aggregation, and exhibition. Though writers, directors, and producers are key players in the development of media content, this course focuses on the business of media. Rather than providing a history of various media, we map the field of media industries as a discipline. We then examine terminologies, frameworks and methods that explain current dynamics and processes. The rest of the course will be dedicated to evaluating how media and technological developments change based on factors like ownership, regulation, marketing and branding. This online course offers insights for students who desire to create media, introducing various contexts to help them define their place as an artist who must also be a businessperson.

**Instructor(s):** Joe Khalil

**Prerequisites:** None

- Open to MIT majors only, sophomores and above

### **MIT 351-0 National Cinema: Middle East and North Africa**

**\*\*\*CANCELLED\*\*\***

This course is an invitation to appreciate the socio-cultural, aesthetic and production value of narrative films from across the region. Focusing on nine countries, we will examine the development of national cinemas, closely analyze iconic films, and discover aesthetic and storytelling techniques. The course is built around engaged screenings, note-taking, discussions and presentations. We also read commentaries and short essays for context. Course assignments include short responses, a presentation, and a short paper. All films will be screened with English subtitles.

**Instructor(s):** Joe Khalil

**Prerequisites:** None

- Open to MIT majors only, sophomores and above
- Satisfying Media and Politics Minor

### **MIT 360-0 Topics in Media Writing: Heroes & Villains**

Character is the heart of any film, no matter the genre or style, and the world, plot, and stakes of the film exist to reveal and to deepen our understanding of that character. Elements of story are only meaningful when filtered through a character's perspective and when the audience can see something of themselves in the characters, allowing us not just to empathize with their quest but to see our own hopes, desires, and flaws reflected in the story. In this class, we will look at how character affects all other aspects of story, including plot, theme, and structure. We will look at different heroes and villains from various genres of film - drama, comedy, horror, sci-fi, action, etc. Students will discover characterization tools and techniques that they can apply to their work in order to create compelling, interesting multi-dimensional characters.

**Instructor(s):** Dana Atrach

**Prerequisites:** MIT 260-0 or MIT 298-0 Introduction to Playwriting

- Open to MIT majors only, sophomores and above

## **MIT 398-0 Undergraduate Seminar: Digital Innovation and SMM**

Digital innovation is the use of digital technology to enhance consumer experience, to launch new products, to develop new business models, and ultimately to make the world a better and more convenient place. This course will discuss theory and practice of digital innovation. The course will also provide an overview of the digital marketing ecosystem. Students will explore human factors integral to the design of social media marketing messages in the strategic planning phases. Lectures, interactive discussions, and hands-on projects will revolve around the themes of the roles a wide variety of sources and user-generated contents play in social media marketing, influencer marketing, and digital content marketing. Using a hybrid format of interactive lectures, highly engaged class participation, case studies, breakout sessions, and campaign presentations, students in the course will finish with not only theoretical foundations of diffusion of innovation and digital marketing but also practical foundations of core skills to execute social media marketing campaigns across industries.

**Instructor(s):** Venus Jin

**Prerequisites:** None

- Open to sophomores and above

## **Journalism Courses**

### **Jour 390-0/MIT 398-0/Religion 387-0 Special Topics: Islam, America, and the Media**

This course will analyze how images of Islam are fashioned in the U.S. media in dialogue with (and/or ignorance of) the long history of Islam in America. As a minority religious community, American Muslims have responded and hoped to shape their own media narrative, but face enduring challenges relating to Islamophobia, race, neo-liberalism, and international events. This course examines the crafting of media narratives both about Islam and by Muslims in America. It also compares these narratives with the actual religious identities of Muslims in America over two centuries or more.

**Instructor(s):** Abraham Abusharif & Zachary Wright

**Prerequisites:** None

- Open to sophomores and above
- Satisfying Media and Politics Minor and Middle Eastern Studies Minor

### **Jour 390-0/MIT 398-0 Special Topics: Field Reporting \*\*\*CANCELLED\*\*\***

This class will focus on the reasons behind growing levels of Euroscepticism within the European Union (EU). By examining and using the socio-political motives behind the Brexit vote as a departure point, students will gain an insight into the political landscape of Britain and its historic relationship with the EU. They will study the reasons contributing to the prolonged exit negotiations and the likely state of any future relationships between the UK and EU. At the same time, students will examine the growing discourse on Euroscepticism and potential explanations for this growing phenomenon among EU member countries. The field trip portion of this class will be divided equally between London and Brussels.

**Instructor(s):** Jairo Alfons Lugo-Ocando

**Prerequisites:** None

- Open to sophomores and above

### **STRATCOM 306-0 Media Planning**

How do professional communicators decide what media to use in a strategic communication campaign, in order to maximize its impact? How should the budget be split among various types of media? How long should the campaign run? How many consumers should the campaign reach, and how frequently? What

are reasonable objectives from a media planning perspective? How do you track the impact of a campaign? This course provides an introduction to the basic strategy and techniques of media planning in the context of traditional and digital strategic communication campaigns. We will analyze the advantages and disadvantages of various media in terms of their potential contribution to specific campaign goals; discuss criteria employed by professionals in selecting media types and vehicles; and learn to use professional software to make a range of media planning decisions. The topics covered include media effectiveness, audience research and measurement, secondary sources of research used in media planning, as well as the design, construction, implementation and evaluation of effective media plans.

**Instructor(s):** George Anghelcev

**Prerequisites:** STRATCOM 303-0

- Open to sophomores and above
- Satisfies Strategic Communication Certificate

## **Liberal Arts Courses**

### **HISTORY 242-0 Topics in History: A Survey of US History**

This course will introduce you to the history of America over the last four hundred years. Rather than try to race through and cover everything we will instead focus on four eras, slowing down and digging deep, in an attempt to better uncover significant historical meaning. Our four eras are: 1. The Colonial Era – here we will explore how Europeans, Africans and Native Americans created new societies of freedom and slavery in the 17th and 18th Centuries. 2. The Expanding Republic - here we will explore how Americans transformed small colonies into the continental United States in the 19th Century and then fought a civil war over its future. 3. The New Superpower – here we will explore how the United States recovered from civil war and turned a continental nation into the world’s strongest superpower in the first half of the 20th Century. 4. The Reformed Superpower – here we will explore how the United States fought the Cold War abroad and fought over the expansion of civil rights at home in the second half of the 20th Century. In each of these eras we will focus on one key question: what does it mean to be an American? Is American identity based on birthplace or geography residency? Or, is American-ness defined by a person’s race or gender or ideological beliefs? And, who gets to decide? As we will see the definition of “American” and who gets to call themselves an “American” has changed overtime and been a constant source of conflict.

**Instructor(s):** Christopher Sparshott

**Prerequisites:** None

- Open to sophomores and above

### **POLI\_SCI 242-0 Topics in Political Science: Intro to Middle East Politics**

This course focuses on key political issues in the contemporary Middle East, spanning national issues such as state formation, type of governance, democracy, Islamism, sectarianism, gender, oil politics; and regional issues such Arab-Israeli conflict, Iran-Iraq war as well as international politics of the region. The course provides an introduction to the different political systems in place around the region, and examines the main players. It starts with analysis of the emergence of the new modern states in the region on the eve of decolonisation, and moves on to analyse forms of rising politics. The course attempts to offer a balanced analysis between salient themes, cases studies, national, regional and international politics pertaining to the Middle East.

**Instructor(s):** Khaled Al Hroub

**Prerequisites:** None

- Open to sophomores and above