

NU-Q Summer 2018 Course Descriptions

Journalism Courses

INTERDIS 302-0 Ethics for Media Professionals

Ethics for Media Professionals explores the origins of ethical behavior and actions by looking at both classical and contemporary approaches to ethical decision making in a variety of media professions. It examines myriad ethical issues relating to contemporary media production and consumption. It challenges students to consider ethical decision-making from a philosophical perspective using moral dilemmas likely to be encountered by citizens as they produce and consume content in a connected world. Students will analyze the societal implications resulting from these ethical dilemmas. Students will analyze ethical challenges like to arise in a variety of industries, including film, public relations, advertising and journalism.

Instructor(s): Amy Sanders

Prerequisites: None

- Open to sophomores and above
- Consent of instructor required

INTERDIS 303-0 Leadership for Media Professionals

This course will help you prepare to lead media organizations and embark on paths of personal leadership development. We will explore the media industry and the variables involved when leaders attempt to influence members to achieve a goal. Topics include power, credibility, motivation and current theories and models of leadership such as trait theory, behavior theory, the situational approach and authentic leadership. Additionally, we will employ readings, group exercises, class discussion, and the business case study method to acquire an up-to-date understanding of how the media is adapting to the digital age, how media decisions are made and to help develop new models for the future. We will focus especially on why some innovations have proven successful, and why others have failed.

Instructor(s): Andrew Mills

Prerequisites: None

- Open to sophomores and above
- Consent of instructor required

Jour 390-0/MIT 398-0 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
- Open for Cross-Registration
- Satisfying Media and Politics Minor and Middle Eastern Studies Minor
- Cross-listed as MIT 398-0

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

English 379-0 Special Topics: Reading/Writing Short Fiction

The course introduces the basic principles of writing short fiction. Students will explore the key elements of narrative, character, setting and voice. Together we will read, analyse, and practice a variety of literary techniques to write short stories. We will also explore the question of how we might represent ideas, emotions and experiences for different audiences. The course will encourage students to experiment with writing flash fiction and short stories, and to develop the discipline of writing daily. As well as developing their own writing, students will learn how to critique creative work by participating in regular peer-led writing workshops and so will become part of a supportive and constructive community of writers.

Instructor(s): Sam Meekings

Prerequisites: None

- Open to sophomores and above
- Open for Cross-Registration

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
- Open for Cross-Registration

POLI_SCI 390-0/MIT 398-0 Special Topics: Media & Politics in Arab World

The course engages with the debates over the role of the media since the emergence of the independent Arab states in the first half of the 20th century through present time, and up until the influence of the media during and after the Arab Spring. Between these two time ends, the media has been part of broader processes of nation-building, ruling-elites consolidation, identity-creation and dismantling, as well as a crucial means of political opposition. The course examines how emerging states and governments in the region have used and manipulated the media for decades in their sustained effort to construct distinctive national identities. Thematically, the course covers a spectrum of topics including loyalist media and their role in supporting political status quo, oppositional and ideological media, the politics of private-owned media, media and political change, media and foreign policy, media and social change, media and religion, and the politics and influence of foreign media and off-shore Arab media. A considerable space and discussion is also devoted to transnational broadcasting media pioneered by Al-Jazeera in 1996. A similar focus is given to the emergence of social media along with youth activism in relation with raising the ceiling of free speech and creating spaces for political debates and criticism in the region.

Instructor(s): Khaled Al Hroub

Prerequisites: None

- Open to sophomore and above
- Open for Cross-Registration
- Satisfying Media and Politics Minor and Middle Eastern Studies Minor
- Cross-listed as MIT 398-0