

# Understanding the Press (Bachelor Year 1 / Fall)

## Bachelor in Applied Foreign Languages (English) / Faculty of Liberal Arts

### Introduction

This course about media studies is designed to provide students with a comprehensive understanding of media and its role in Great Britain and Anglophone countries. It covers various aspects of media including journalism, digital media, film studies, and communication theories. The course is set to equip students with critical thinking skills and analytical tools to engage with contemporary media issues. It covers the practical aspects of the field. Students can expect to delve into the dynamic world of media, from traditional journalism to the ever-evolving digital landscape, while also considering the societal and ethical dimensions of media in contemporary society

### Objectives

By the end of this course, students should be able to:

Analyze and interpret media content from a historical, cultural, and ethical perspective.

Evaluate the role of media in shaping public perceptions and influencing public policy.

Demonstrate effective communication skills through media-related projects and presentations.

Develop critical thinking and analytical skills in analyzing media content to assess the role of the media in shaping public opinion, policy, and society in the UK and globally.

Develop a comprehensive understanding of the British and Anglophone countries' media landscape, including history, key players, and evolving trends.

Engage in research and analysis of media-related topics.

Gain practical skills in media production and journalism.

Explore media professionals' ethical and social responsibilities and analyze the ethical considerations and challenges journalists and media organizations face.

To prepare students for careers in journalism, media production, public relations, or related fields by providing a strong foundation in British and Anglophone Countries' media studies.

To encourage students to engage in thoughtful discourse and debate on media-related issues.

### Duration

1 semester

### Teaching languages

- English

### Conditions of submission

If you need more information about this course, kindly send an email to: [incomingdri@icp.fr](mailto:incomingdri@icp.fr)

## Admission

### Prerequisite

#### Prerequisites training

Not applicable.

## Program

### Methods of Instruction

Lectures and Discussions: lectures on media theories, critical analysis, and relevant topics

Case Studies: online material mostly on current events

Multimedia Presentations

Critical Reading and Writing Assignments

### Assessment and Final Grade

Daily tasks : Participation, Attendance, Presentations, drop quizzes and assessments (40%)

Final exam : (60%)

### Course requirements

Not applicable.



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