



CM367 THE ROLE OF SOCIAL MEDIA AND MASS MEDIA IN POLITICAL TRANSFORMATION IN THE ARAB WORLD
IES Abroad Granada

DESCRIPTION:

The course analyzes the communicative forms and materials used in social media and mass media. We will focus on written journalistic materials and on communication formats used in the most common current social media (Facebook and Twitter). Similarly, we will analyze other ways of communication from audiovisual resources. The thematic units will describe the revolutions, the social and political changes and the *jihadist movement*. From the perspective of the Critical Discourse Analysis and the fundamentals of Pragmatics, we will provide the students with the necessary tools to study the role of communication in the political processes resulting from the so-called “Arab Spring”.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: Spanish

PREREQUISITES: A university-level course in Communications, International Relations, or Political Science, or consent of instructor.

ADDITIONAL COST: None

METHOD OF PRESENTATION:

- Readings
- Class discussion
- Guest lecturers
- Class assignments
- Presentations

REQUIRED WORK AND FORM OF ASSESSMENT:

- Course Participation - 10%
- Midterm Exam - 20%
- Final Exam - 20%
- Media Observation Laboratory - 25%
- Final Paper - 25%

Course Participation

Active student participation is expected throughout the course. Students are required to come to class prepared to discuss the assigned readings, contribute to class discussion, and answer questions posed by the instructor and their peers.

Media Observation Laboratory

Students must gather news and current events related to the country assigned to them at the beginning of the course, report to the class and the instructor, and follow up on the evolution of the events. Student-reporters are expected to observe (and, when appropriate, participate in) different written, audiovisual, and social media material. Every two weeks, each student will either give an oral presentation to the class or upload it to the Moodle platform, and also submit a brief report about a specific topic related to their country. At the end of the course, each student will submit a complete file about his/her assigned country.

Final Paper

Students will write an 8-10 pages research paper related to the course content. They will choose the subject in cooperation with the instructor.

LEARNING OUTCOMES:

By the end of the course, students will be able to:

- Identify the main actors and interests in current media and politics.
- Outline the historical evolution of rebellions and protests by analyzing the different case studies.
- Familiarize themselves with the political challenges faced in the region.
- Identify the technical resources used in press, social media, films, etc. so as to reach pragmatic goals: Informing, misreporting, manipulating, lying, launching propaganda, etc.
- Analyze the information revealed through different social and mass-media in an independent way and using their own criteria.
- Formulate contemporary trends in the relationship between media and politics.
- Analyze the role of media in constructing modern nationalisms.

ATTENDANCE POLICY:

Attendance is mandatory for all IES Abroad Granada classes, including field studies. For this course, if a student misses more than three classes, one third of a letter grade will be deducted from the final grade for every additional absence. Missed exams, tests, presentations, or any other assignments can only be rescheduled in case of documented medical or family emergencies.

CONTENT:

Week	Content	Assignments
Week 1	<p>Session 1</p> <ul style="list-style-type: none"> • Presentation of the course, material and methodology 	
Week 2	<p>Session 1</p> <ul style="list-style-type: none"> • Relevant concepts: Revolution, riots, protests, civil wars, jihadist movement, fundamentalism, democracy and Islam. <p>Session 2</p> <ul style="list-style-type: none"> • Socio-political, geographic and historical context of the Middle East. • Dictatorship, Democracy and Media: approach to Arab society before revolutions. 	<ul style="list-style-type: none"> • Torres Soriano, Manuel R. “El eco del terror: ideología y propaganda en el terrorismo yihadista”. Murcia: Plaza y Valdés, 2009, p. 56-95. • Szmolka, Inmaculada. “Introducción: actores y dinámicas de cambio en el Norte de África y Oriente Próximo”, in Revista CIDOB d’Afers Internacionals, n. 109, 2015, p. 7-21. • http://www.thenational.ae/world/middle-east/the-arab-spring-country-by-country
Week 3	<p>Session 1</p> <ul style="list-style-type: none"> • Introduction to revolutions • brief introduction to the revolutions in different countries. <p>Session 2</p> <ul style="list-style-type: none"> • Newspaper analysis 	<ul style="list-style-type: none"> • Carbonnier, Joakim. “The Arab Spring and its different outcomes: Explaining the variation in the state of democratization”. Student paper in Lund University (Department of Political Science), 2013. http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=4001341&fileId=4001344

Week	Content	Assignments
Week 4	<p>Session 1</p> <ul style="list-style-type: none"> The outbreak of the revolution: Common and particular causes. <p>Session 2</p> <ul style="list-style-type: none"> Case study: Interview with expert 	<ul style="list-style-type: none"> Brown, Jeremy. "The Arab uprising: The people want the fall of the regime". London: Simon&Schuster, 2013, p. 29-47. Gutiérrez de Terrán, Ignacio y Álvarez- Ossorio, Ignacio (eds.). "Informes sobre las Revueltas Árabes". Madrid: Edición del oriente y del mediterráneo, 2011. (Chapter corresponding to each student's assignment).
Week 5	<p>Session 1</p> <ul style="list-style-type: none"> Student Presentations <p>Session 2</p> <ul style="list-style-type: none"> Student Presentations 	
Week 6	<p>Session 1</p> <ul style="list-style-type: none"> Arab media and its role in political changes: overview of the print and broadcast media in the middle east. <p>Session 2</p> <ul style="list-style-type: none"> Documentary presentation: Control Room, (Noujaim, 2004) 	<ul style="list-style-type: none"> Lahlali, El Mustapha. "Contemporary Arab broadcast media". Edinburg University Press, 2011, pp. 9-50. "Control Room". Noujaim, 2004
Week 7	<p>Session 1</p> <ul style="list-style-type: none"> Documentary discussion, main issues to be discussed are: Al Jazeera vs. western media, Arab and western audience sensibilities. <p>Session 2</p> <ul style="list-style-type: none"> Midterm Review 	
Week 8	MIDTERM EXAM	
Week 9	<p>Session 1</p> <ul style="list-style-type: none"> Newspaper Analysis 	

Week	Content	Assignments
Week 10	Session 1 <ul style="list-style-type: none"> Before and after: study of all the changes during the revolution period. 	<ul style="list-style-type: none"> Trujillo, Daniel. “Primavera Árabe; cuatro años de conceptos envenenados”, in blog Traduciendo la realidad, 2015. http://lugrogeopolitica.blogspot.com.es/2015/03/primavera-arabe-cuatro-anos-de.html
Week 11	Session 1 <ul style="list-style-type: none"> Traditional Media and Arab world: the use of press, radio and television Session 2 <ul style="list-style-type: none"> Discourse analysis 	<ul style="list-style-type: none"> Soengas, Xosé: “El papel de Internet y de las redes sociales en las revueltas árabes: una alternativa a la censura de la prensa oficial”. Universidad Santiago de Compostela, Comunicar Nº41, v. XXI, 2013. Revista Científica de Educomunicación. http://www.redalyc.org/pdf/158/15828675016.pdf MAJDOUBI, E.H. “El papel de las televisiones por satélite e Internet. Las revoluciones democráticas en el mundo árabe. Infoamérica, 5”. www.infoamerica.org/icr/n05/majdoubi.pdf
Week 12	Session 1 <ul style="list-style-type: none"> Women and revolution Session 2 <ul style="list-style-type: none"> Student presentations 	<ul style="list-style-type: none"> Bohn, Lauren. “Women and the Arab uprisings: 8 'agents of change' to follow”, in CNN online edition, February 3, 2012. http://edition.cnn.com/2012/02/03/world/africa/women-arab-uprisings Morgan, Robin. “Women of the Arab Spring”, in Ms. Magazine, Spring 2011. http://www.msmagazine.com/spring2011/womenofthearabspring.asp
Week 13	Session 1 <ul style="list-style-type: none"> Student presentations Session 2 <ul style="list-style-type: none"> Social and political consequences of the revolutions. Yihadist movements and Daesh 	<ul style="list-style-type: none"> González Cabrera, Joaquín Manuel. “Estudio psicosocial de los procesos de radicalización islamista y reclutamiento yihadista en contextos críticos”. Granada: Universidad de Granada, 2011, p. 37-67. Torres Soriano, Manuel R. “¿Qué nos dice la propaganda yihadista sobre las revueltas del Norte de África?”, in Instituto Español de Estudios Estratégicos (IEEE), n. 13, 2013, p.1-13.
Week 14	Session 1 <ul style="list-style-type: none"> Case study: Interview with expert FINAL EXAM	

REQUIRED READINGS:

- Bohn, Lauren. “Women and the Arab uprisings: 8 'agents of change' to follow”, in CNN online edition, February 3, 2012. <http://edition.cnn.com/2012/02/03/world/africa/women-arab-uprisings>
- Brown, Jeremy. “The Arab uprising: The people want the fall of the regime”. London: Simon&Schuster, 2013, p. 29-47.

- Carbonnier, Joakim. "The Arab Spring and its different outcomes: Explaining the variation in the state of democratization". Student paper in Lund University (Department of Political Science), 2013. Gutiérrez de Terrán, Ignacio y Álvarez-Ossorio, Ignacio (eds.). "Informes sobre las Revueltas Árabes". Madrid: Edición del oriente y del mediterráneo, 2011.
- "Control Room". Noujaim, 2004
- González Cabrera, Joaquín Manuel. "Estudio psicosocial de los procesos de radicalización islamista y reclutamiento yihadista en contextos críticos". Granada: Universidad de Granada, 2011, p. 37-67.
- Lahlali, El Mustapha. "Contemporary Arab broadcast media". Edinburg University Press, 2011, pp. 9-50.
- MAJDOUBI, E.H. "El papel de las televisiones por satélite e Internet. Las revoluciones democráticas en el mundo árabe. Infoamérica, 5".
- Morgan, Robin. "Women of the Arab Spring", in Ms. Magazine, Spring 2011. <http://www.msmagazine.com/spring2011/womenoftheabsspring.asp>
- Soengas, Xosé. "El papel de Internet y de las redes sociales en las revueltas árabes: una alternativa a la censura de la prensa oficial". Universidad Santiago de Compostela, Comunicar N°41, v. XXI, 2013. Revista Científica de Educomunicación.
- Szmolka, Inmaculada. "Introducción: actores y dinámicas de cambio en el Norte de África y Oriente Próximo", in Revista CIDOB d'Afers Internacionals, n. 109, 2015, p. 7-21.
- Torres Soriano, Manuel R. "El eco del terror: ideología y propaganda en el terrorismo yihadista". Murcia: Plaza y Valdés, 2009, p. 56-95.
- Torres Soriano, Manuel R. "¿Qué nos dice la propaganda yihadista sobre las revueltas del Norte de África?", in Instituto Español de Estudios Estratégicos (IEEE), n. 13, 2013, p.1-13.
- Trujillo, Daniel. "Primavera Árabe; cuatro años de conceptos envenenados", in blog Traduciendo la realidad, 2015.
- <http://www.thenational.ae/world/middle-east/the-arab-spring-country-by-country>
- <http://lugrogeopolitica.blogspot.com.es/2015/03/primavera-arabe-cuatro-anos-de.html>
- <http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=4001341&fileId=4001344>
- www.infoamerica.org/icr/n05/majdoubi.pdf
- <http://www.redalyc.org/pdf/158/15828675016.pdf>

RECOMMENDED READINGS:

- Álvarez-Ossorio Alvarino, Ignacio. "La primavera árabe revisitada: retorno del autoritarismo, choque de islamismos". Madrid: Aranzadi, 2015.
- Calsamiglia Blancafort, H. y Tusón Valls, A. "Las cosas del decir. Manual del análisis del discurso". Barcelona: Ariel, 2001.
- Camps, V. "La mentira como presupuesto", in Castilla del Pino, C. (comp.) "El discurso de la mentira". Madrid: Alianza Editorial, 1989, p. 29-41.
- Cantavella, J. y Serrano, J. F. (Coords.). "Redacción para periodistas: informar e interpretar". Barcelona: Ariel, 2003.
- Martínez Albertos, J. L. "El lenguaje periodístico". Madrid: Paraninfo, 1989.
- Martínez-Fresneda Osorio, H. "El diseño periodístico, clave en la lectura crítica de la prensa", in Comunicar: revista científica iberoamericana de comunicación y educación, n. 30, vol. XV, 2008, p. 179-184.
- Pizarroso Quintero, A. "Historia de la propaganda: notas para un estudio de la propaganda política y de guerra". Madrid: Eudema, 1993.
- Reuth, R. G. "Goebbels: Una biografía". Madrid: La esfera de los libros, 2009.
- Rodríguez Herranz, J. "Cómo manipular la comunicación: La campaña electoral del 9 de marzo de 2008". Madrid: Visión Libros, 2008.
- Roy, A. "Retórica bélica". Barcelona: Anagrama, 2005.
- Serna, F. J. "La mentira política", in Revista Entorno Político, n. 202, 2005, p. 6-15.
- Serrano, Y. y López López, W. "Estrategias de comunicación militar y dinámicas mediáticas ¿dos lógicas contradictorias?", in Revista Diversitas-Perspectivas en Psicología, n. 2, vol. 4, 2008, p. 269-277.
- Simpson, John. "Who are the winners and losers from the Arab Spring?", in BBC News, 12 November 2014.
- <http://www.bbc.com/news/world-middle-east-30003865>
- (Chapter corresponding to each student's assignment) Van Dijk, T. "Discurso y manipulación: Discusión teórica y algunas aplicaciones" in Revista Signos, n. 60, vol. 39, 2006, p. 49-74.