**Lecture : 01**

**Introduction**

**A-Media studies / Media Science**

Media studies are a discipline and field of study that deals with content, history, and effects of various media; in particular the Mass media.

**1-What is Media**

Media describes all channels of communication, including everything from paper to digital data. Media comprises news, art, educational content, and any form of information that can reach or influence people; including television, radio, books, magazines, and internet.

**2- The Evaluation of Media through History**

Media has existed in various forms for thousands years, in fact, cave painting are the most well- known primitive forms of media.

Ancient Egyptians used Hieroglyphs; which is a mix of picture and sound symbols, as a writing system to represent their language, and as a way to accurately and reliably document , also to communicate information connected with religion and government

**3- Some Media Terminology**

Announcer, broadcaster, Advertiser, presenter, Journalist, Commentator, Brief, Reporter, Reporting, Report, Photojournalism, News, Breaking News, News Agency, Advertisement, Broadcast, Radio, Magazine, News Paper, Editor, Crew, News Coverage, Article, Documentary, Masses, Propaganda, Channel, Exclusive, Foreign Press, Local Press , International Press, Press Release, Press Conference, paparazzi, Scoop.

**B- How to write Abstract**

An effective and well-written abstract helps readers understand the scope of your paper and whether the information is relevant to their studies. An abstract is also useful for indexing in online databases.

**1-What is an abstract?**

An abstract is a short and powerful summary that describes the focus of a research paper. It is originally written content; it usually contains keywords that are found through the fill paper itself.

Abstracts generally contain **four** main elements:

\***Purpose:** Clearly define the purpose and importance of your research. This includes a statement of the problem or issue.

**\*Methodology:** State the research methods used to answer your question.

**\*Results:** Summarize the main research results.

\***Conclusion:** What are the implications of your research?

**2-When to write an abstract**

Although the abstract appears as the first part of your paper, it should be written after you have completed your full paper. It should be able to stand on its own as a summary of your full paper, and someone who hasn’t read your paper or related sources should be able to understand it.

The abstract should be on its own page, and generally goes after the little page and acknowledgments, but before the table of contents.

**3- How to write an abstract**

Here are the basic steps to follow when writing an abstract:

**a-Write your paper**

Since the abstract is a summary of a research paper, the first step is ***to write your paper.*** Even if you know what you will be including in your paper, it’s always best to save your abstract for the end so you can accurately summarize the findings you describe in the paper.

**b-Review the Requirements**

If you’re writing for publication in a journal or as part of a work project , there may be specific requirement regarding length or style. Review any requirements before you start writing the abstract.

**c-** **Consider** **your audience and publication**

It is very important to understand who will be reading the abstract as you write it. For example, should it be written in language appropriate for someone in academics or the medical industry or does it need to be understood by a lay reader?

**d-Explain the problem**

This refers to the specific problem that your research addresses or tries to solve. Identify your main claim or argument and the scope of your study, whether it’s something specific or a general problem.

**e-Explain your methods**

You need to explain the methods you took to accomplish your study.

**4- What to avoid when writing an abstract**

Whenyou are writing you abstract, you should avoid:

**-**Extensively referring to other works.

-Defining any terms.

-Adding information that isn’t contained in the larger work.

-Adding unnecessary filler words and obscure jargon.

**5-What’s the first sentence of an abstract?**

-Inyour opening sentence, describe the purpose of your research. In the beginning paragraph, you can provide details about your research methods.

**6-** **How do you end an abstract?**

In the last sentence or two of your abstract, briefly summarize the findings of your research and its potential applications. If your findings result in a need for further research, you may also note that in your conclusion.

**7- Which tense do you use in an abstract?**

Typically, you can use past tense in an abstract since you’re discussing the research you’ve already completed. You can also use present tense when you’re discussing general facts, rather than your specific argument or research.

**F-Give a conclusion**

Finalize your summary by addressing the meaning of your findings and the importance of the paper**.** While you will use a conclusion in both types of abstract, only in the informative abstract will you discussthe implications of yourwork**.**