

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research

Mohamed Kheider University, Biskra ALGERIA

Identical model
To display a new configuration

Academic/professional degree

Common trunk humanities
Humanities
Humanities and social sciences

Specialization	Branch	The field
Common trunk humanities	Humanities	Humanities and social sciences

REPUBLIQUE ALGERIENNE DEMOCRATIQUE AND POPULAIRE
SUPERIEUR ENSEIGNEMENT MINISTER

And this scientific research

Canevas conforme
d'une
NEW OFFERS TRAINING

Domain	File	Special
Sciences Humanities and	Sciences Humanes	Tronc commun

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
20.. - 20 . . : University year

Sociales		humanités
-----------------	--	------------------

2023-2024

The index

----- **Card Degree Bachelor 's :First**-----

-
- Determine the location of the configuration - **1**
- Other participants - **2**
- Training framework and objectives - **3**
- A** - General organization of the training: project status
- B**- Training objectives
- C**- Qualifications and targeted competencies
- D**- Regional and national capabilities for employability
- E**-Bridges towards other specializations
- F**- Indicators of effectiveness for follow-up training
- Available human capabilities - **4**
- A**- Framing capabilities
- B**- Internal framing harnessed for training in the specialty
- C**- External framing harnessed for training in the specialty
- D**-The total sum of human resources devoted to training .
- The financial capabilities available for training in the specialty- **5**
- A**- Pedagogical laboratories and equipment
- B**- Fields of training and training in institutions
- C**- Documentation available at the university institution related to the proposed training offer
- D**- Personal business spaces and information and communication technologies
- available at the institute or college

----- **Card of the hexagonal organization of education : Second**-----

- The first hexagram -
- The second hexagram -
- The third hexagram -
- Fourth Hexagram -
- Fifth Hexagram -
- Sixth Hexagram -

Overall result of the formation -

The detailed program for each subject in the six hexagrams :Third-----

Contracts/Agreements :Fourth

**A summary CV for each person from the pedagogical team concerned :Fifth
with training in the specialty .**

**Opinion and approval of the institution's administrative and pedagogical :Sixth
bodies .**

Opinion and visa for the regional seminar :Seventh

Opinion and visa of the National Pedagogical Committee for the field :Eighth

**A letter of motivation or justification for the opening request, stamped and
signed**

**Director of the university/university center
(Scan and paste in this space on the digital copy)**

**The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year2023-2024**

The configuration display location to be opened
...:Bachelor's degree
20 ../ 20..

:Enterprise

:College/Institute

: field

:Branch-Division

Type (A/M)	Open specializations^(*)	The phase
		Bachelor's degree
		Master

:the date

Seal and signature of the training field team official

**A copy of the training offer qualification decision(s), if any, can be attached - (*)
to this offer on the next page**

A copy/copies of the decision/decisions qualifying the institution's training offers

Bachelor's identification card :First

:Determine the location of the composition - 1

:College or institute

:to divide

: Other participants -2

:Other partner institutions

:Other socio-economic institutions and partners -

Foreign international partner - :

3 :Training framework and objectives -

. organization of the composition: Display position (mandatory field) **General - A**
If several courses are proposed for the bachelor's degree, or if there are courses sponsored by the institution (whether from the same training group or other training groups), please determine the status of this project compared to other sections according to the following format

.B - Objectives of the training opening request (mandatory field)

C - Targeted qualifications and competencies (targeted competencies, knowledge : (mandatory field) (acquired at the end of training - 20 lines at most

:D - Bridges towards other specializations (mandatory field)

:E - Effectiveness indicators for training follow-up (mandatory field)

:F- Fields of operation

:G - Regional and national capabilities for operability (mandatory field)

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

:D - The total sum of human resources devoted to training (Year 3)

the total	External number	Internal number	Rank
			Professor of higher education
			Professor Lecturer A
			Professor Lecturer b
			Assistant Professor A
			Assistant Professor B
			*Other
			the total

:The financial capabilities available for training in the specialization - 5

A - Pedagogical laboratories and equipment: Submit a card about the laboratory and pedagogical equipment available for the applied work of the proposed training (a card for each laboratory if there is more than one)

:Laboratory address

:Laboratory Director
:Laboratory accreditation number and date
 : Laboratory director's opinion :Date, seal and signature

↳ Documentation available at the university institution related to the training offer to be opened . (Required field)

**Second: The hexagonal organization card for education
(Hexagons: 1- 2- 3- 4- 5 - 6)**

Hexagrams 1 and 2: Integrate the contents of the annexes of ministerial decisions regarding the joint education base for the field

.Hexagrams 3 and 4: Integrate the unified programs of the branch/division

Hexagons 5 and 6: Standardized programs are integrated after the matching process for each configuration offer

Humanities and Social Sciences” field, “Humanities” branch, a common trunk“

:1 Hexa

Evaluation type		*Other	Hourly volume of hexagon (weeks 15)	Weekly Courier Volume			Factories	Balances	Article titles	Education units
Exam	Continuous monitoring			Practical works	Acts directed	Tutorials				
60%	40%	h 00 45	45h 00	-	hour 1 30	hour 30 1	2	5	Introduction to media and 1 communication sciences	Basic teaching unit code: TS1. 1 Credits: 20 Labs: 8
60%	40%	h 00 45	45h 00	-	hour 1 30	hour 30 1	2	5	Introduction to library science	
60%	40%	h 00 45	45h 00	-	hour 1 30	hour 30 1	2	5	General history of Algeria 1	
60%	40%	h 00 45	45h 00	-	hour 1 30	hour 30 1	2	5	Introduction to archeology 1	
60%	40%	h 00 45	45h 00	-	hour 1 30	hour 30 1	2	3	Schools and curricula of scientific research in the humanities	Systematic teaching unit code: WM 1. 1 Credits: 6 Labs: 4
100%	-	h 00 45	hours 30 22	-	-	hour 30 1	2	3	the human - Epistemology sciences	
60%	40%	h 00 45	45h 00	-	hour 1 30	hour 30 1	1	1	An introduction to the history of ancient civilizations	Exploratory Learning Unit Code: TS1. 1 Credits: 2 Labs: 2
100%	-	h 00 45	hours 30 22	-	-	hour 30 1	1	1	Information society	
-	100%	h 00 45	hours 30 22	-	hour 1 30	-	1	1	a foreign language	Horizontal marking unit symbol: WTF1. 1 Credits: 2 Labs: 2
-	100%	h 00 45	hours 30 22	hour 30 1	-	-	1	1	Automated notification	
		450 hours	hours 360	hour 30 1	10 a.m. 30	hours 12	16	30	Sum of the first hexagon	

.Other : Additional work through six-party consultation *

The National Pedagogical Committee for the Field of Humanities and Social Sciences

: Institution : Bachelor’s degree title

University year 2023-2024

Humanities and Social Sciences” field, “Humanities” branch, a common trunk“

Evaluation type		*Ot
Exam	Continuous monitoring	
60%	40%	h 00
60%	40%	h 00
60%	40%	h 00
60%	40%	h 00
60%	40%	h 00
100%	-	h 00
60%	40%	h 00
100%	-	h 00
-	100%	h 00
-	100%	h 00
		h 4

.Other : Additional work thro

Total composition score: (The total hourly volume should be mentioned, distributed - between lectures and directed work, for all six hexagrams for all types of educational . * units)

the total	Horizontal	exploratory	methodology	the basic	h s t
967,30	00	292.30	135	540	Lecture
1012,30	135	157.30	180	540	Acts directed
45	-		45	-	Practical works
/	-	-	-	-	personal business
2430	270	630	450	1080	Other work (specifies)
4455	405	1080	810	2160	the total
180	06	26	28	120	Balances
%100	3.33	14.44	15.56	66.67	of credits for each % learning unit

The necessity of respecting the rules of the national system for hourly volume, - (*) .balances and transactions

Third: The detailed program for each subject from the first to the sixth semester
(Provide a detailed card for each subject)

(All fields are required to be filled in)

Bachelor's degree: Common Core: Humanities

Hexagram: the first

Unit name: basic

Course name: Introduction to Media and Communication Sciences1

Balance: 05

Parameter: 02

:Education objectives

It aims to introduce the concepts of media and communication sciences and the fields and specializations of research in them in the world and in Algeria.

.Define the difference between basic media and communication terms

Identify media systems and their effects

:Prior knowledge required

The student must have general knowledge of the priorities of media and communication sciences, their fields of study and specializations.

: Acquired abilities

- Understanding the nature of the communication process and its models
- Familiarity with the origins and development of the media
- Realizing how to deal positively with media and communication, benefit from them, and avoid their negative aspects

:Article content

- 1) **,General concepts:** communication, media, the difference between them
- 2) The nature of media and communication sciences
- 3) Characteristics of communication, its types and functions.
- 4) Developmental stages of communication
- 5) Elements of the communication process and factors for its success
- 6) Communication barriers
- 7) Similar concepts of media and communication (propaganda, rumour, advertising, (...publicity
- 8) The concept of public opinion (its definition, development, importance...)

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year2023-2024

- 9) Areas and specializations of research in media and communication sciences in the world and in Algeria
- 10) **Media systems:** The concept of the media system and its effects
- 11) Authoritarian media system
- 12) Liberal media system
- 13) Socialist media system
- 14) The Arab and Islamic media system
- 15) The new media system

Evaluation method: (*continuous observation, examination, etc.*)

Exam mark: 60 % : directed work +40 %

References: (*books, publications, websites, etc.*)

- Rasem Muhammad Al-Jamal (1991): *Communication and Media in the Arab World*, (1 Beirut, Center for Arab Unity Studies.
- Zuhair Ahaddan, *Introduction to Media and Communication Sciences*, Office of (2 .University Publications, Algeria
- Nassif Fahmy Menkerios, *Communication between human aspects and contemporary (3 .technology*, Modern University Office, Egypt, 2010
- Mahmoud Hassan Ismail, *Principles of Communication Science and Theories of (4 .Influence*, 1st edition, International House for Publishing and Distribution, Egypt, 2003
- Abdel Rahman Darwish, *Introduction to the Science of Communication*, Nancy (5 .Library - Damietta, 2005
- Hamid Sumaisim: *Theories of Egypt's Communication: Nancy Library*, 2005 (6- Cairo: World of . influence Muhammad Abdel Hamid: *Media theories and trends of (7 .Books*, 2010
- Communication and its Contemporary Theories*, : Hassan Makkawi, Laila Al-Sayyid (8 .Egyptian Lebanese House, 8th edition, 2009
- Bassam Al-Mashaqba: *Communication Theories*, Dar Al-Masirah for Printing and (9 Publishing, 2011
- Sanaa Muhammad Suleiman, (2013), "The Psychology of Human Communication (10 ".and Its Skills
- Fadda Abbasi Basli, Muhammad al-Fatih Hamdi, (2017), "An Introduction to (11 ".Communication and Media Sciences: Methods, Models, and Theories
- Rahima Al-Tayeb Aissani, (2008), "Introduction to Media and Communication: (12 ".Basic Concepts and New Functions in the Age of Media Globalization

1- Bauer, Martin W. / Bucchi, Massimiano 1970-. "Journalism, science and social science communication between news and public relations". New York Routledge 2007.

- 2- Bucchi, Massimiano 1970-. "Science and the media alternative routes in scientific communication". London; New York Routledge 1998.
- 3- Gilles Willett (dr.), *La communication mode. An introduction to concepts, models and themes .*, Editions of Renouveau Pedagogique Ottawa, 1992.
- 4- Philippe Cabin and autres, communication, and savings. Editions sciences humaines 1998
- 5- David Holmes, (2009), "Communication Theory Media, Technology and Society
- 6- PeytonPaxson, (2010), "Mass communication and media studies :An introduction

Hexagram: the first

Unit name: basic

Course name: Introduction to library science

Balance: 05

Parameter: 02

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

The student should know the major foundations of library science and documentation, the major axes of archival science, and the rules of administration and management of .documentary institutions

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

.General knowledge about libraries and their educational and social roles

.Pre-handling books and information containers

:Acquired abilities

- Distinguishing between types of libraries, defining and explaining library and .information services
- .Know the sources of information and distinguish their types
- .Knowledge of bibliographies and their types

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

.The history of documentary institutions: their beginnings, types and forms (1

.Historical milestones: the discovery of writing, printing, computers and the Internet (2

.Reference vessels and sources of information (3

.Library buildings and documentary institutions (4

.Documentary institutions and the knowledge explosion (5

.Archives, documents and archives (6

.Introduction to archival science (7

.Archival techniques (8

.Sciences complementary to archives (9

.Electronic management of archives and documents (10

.Information and documentation technologies (11

.From traditional documentary institutions to digital documentary institutions (12

.Information networks: their origins, types and uses (13

.Digitizing documents: between preserving information and making it available (14

.Digital documentation and online sources of information (15

.Evaluation method: *(continuous observation, examination, etc.)*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

Exam mark: 60% + directed work: 40%

References: (*books, publications, websites, etc.*)

Abdul Jaber, Saud (1[and others] **Introduction to library science** . Cairo: Mamoun .
.Publishing House, 2011

Al-Hamshari, Omar Ahmed. **Introduction to library and information science** . (2
.Amman: Al Safaa Publishing House, 2008

3) Pandey , DK **Library and Information science** . New Delhi: Atlantic publishers &
distributors, 2004

Hexagram: The first

Unit name: basic

Course name: General History of Algeria 1

Balance: 05

Parameter: 02

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

Introducing the student to the history of Algeria from the earliest times to the present time and enabling him to understand how the Algerian nation was formed throughout history

.And introducing him to the dimensions of Algerian identity throughout the ages

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

.Information about the geography of the Algerian country

Tribal knowledge about the countries that established Algeria throughout ancient and .medieval history

General knowledge about the dimensions of national identity

:Acquired abilities

- .Being able to record the history of Algeria (ancient and medieval)
- .Knowing the basic stages of development of Algerian society
- .Knowing the countries that ruled Algeria through the ages

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

.The geography of the Algerian country and its toponymy (1

.Algeria's prehistoric civilizations (2

.Barbarian kingdoms (3

.Relations between the Berber kingdoms and the Phoenicians (4

.Roman occupation and resistance to it (5

.The Vandal occupation and its resistance (6

.Byzantine occupation and resistance to it (7

.Islamic conquests (8

.The era of the governors (9

.The Rustamid State (10

.The Fatimid state (11

.The Hammadid state (12

.The Almoravid state (13

.The Almohad state (14

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

.The Zayanid state (15

.Evaluation method: (*continuous observation, examination, etc.*)

Exam mark: 60% + directed work: 40%

.References: (*books, publications, websites, etc.*)

.Abd al-Rahman al-Jilali, General History of Algeria (1

.Mahfouz Kaddache, Algeria in Ancient Times (2

.Muhammad bin Al-Mubarak Al-Mili, The History of Algeria in Ancient and Modern (3

.Yahya Bouaziz, Al-Mawjiz fi Tarikh Algeria (4

.Leon Ballou, Algeria in prehistory (5

.K. Brahim, an introduction to the prehistory of Algeria (6

Abdel Hamid Hajiyat and others, Algeria in History, the Islamic Era (7

Hexagram: the first

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

Unit name: basic

Course name: Introduction to archaeology 1

Balance: 05

Parameter: 02

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

Getting to know archeology as one of the contemporary sciences that allows understanding many sciences and arts, and providing information about archeology as a science in itself for the first time in their academic career, and giving them insight into the research methodology in antiquities and archaeological excavations, in addition to giving them information about their cultural remains of all kinds in a way Extracting, collecting, studying and exploiting it

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

Information about archaeology, concepts about archaeological research, and information about some famous archaeological sites

In addition to general and specific gains from the fields of humanities and social sciences such as history and philosophy

:Acquired abilities

- .Familiarity with various fields of archaeology
- Ability to conduct field research
- .Knowledge of relevant frameworks and ancillary sciences for archaeology

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

Archaeology and its concepts(1

Archaeology - origins and development(2

Schools of archaeology (3

Sciences supporting archaeology (theoretical sciences, applied sciences) (4

Branches and specializations of archaeology (5

Prehistoric Archeology: (Periods) (6

Prehistoric archeology (cultural manifestations) (7

The dawn of history (period and cultural manifestations) (8

Monuments of ancient civilizations (periods) (9

Monuments of ancient civilizations (cultural evidence) (10

Islamic monuments (periods) (11

Islamic antiquities (cultural evidence) (12

The field of maintenance and restoration in archaeology (landmarks) (13

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year2023-2024

The field of maintenance and restoration in archaeology (movable antiquities) (14)
Antiquities and tourism (15)

.Evaluation method: (*continuous observation, examination, etc.*)

Exam mark: 60% + directed work: 40%

.References: (*books, publications, websites, etc.*)

1. Glen. Daniel, A Brief History of Archaeology, ed. Abbas Sayed Ahmed Muhammad .Ali, Al-Faisal Cultural House, Riyadh, 1st edition, 2000
2. light. George, History of Archaeology, tr. Bahij Shaaban, Oweidat Publications, .Beirut - Paris, 3rd edition, 1983
3. Robert Silver Barq, translated by Dr. Muhammad al-Shahat, Sunken Antiquities, .Beirut, Arab Register Foundation, Cairo 1965
4. Ahmed Al-Shawki, Archaeological Excavations, Faculty of Arts, Ain Shams University, Cairo, 2003.
5. Ezzat Zaki Hamed Qadous, Paleontology and Museology, Al-Hadary Press, .Alexandria, 2014

Hexagram: the first

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Unit name: Methodology

Subject name: Schools and methods of scientific research in the human sciences

Balance: 3

Parameter: 2

:Education objectives

This material comes as a guide and guidance for students in colleges and universities in introducing the scientific principles that should be followed or taken into account during scientific research

:Prior knowledge required

Reading, studying, and thinking in the sense of using the mental abilities that have been given to humans in terms of the ability to think, the ability to imagine, the ability to analyze, and the ability to connect

:Acquired abilities

- Realizing the importance of the scientific method
- Realizing the importance of schools of thought
- The ability to use schools of thought and analysis in scientific research and its applications

:Article content

1- .The concept of school in the humanities

2- The major methodological schools: the Islamic school. - Marxist school. - Positive school. - Functional school. - Structuralist school

3- .School of Annals and New History

4- The Anglo-Saxon School: Definition. - Its history. - Its pioneers. - Its methodological conception

5- Definition of the scientific method and its importance

6- The basic processes in the scientific method: induction, perception, understanding, analysis, synthesis, experimentation, deduction, classification, interpretation, abstraction, judgment, and education

7- .The basic elements of the scientific method: principles, stages, methods, and methods

8- Steps of the scientific method: observation, setting hypotheses, testing hypotheses, and generalizing

9- Stages of the formation of the scientific method: in ancient times - in the Middle Ages

10- Stages of the formation of the scientific method: The contribution of Muslims: The contribution of European philosophers and scientists

In the modern era

11- .The scientific method in social and human studies

12- .Quantitative method and qualitative method

13- :Objectivity and Subjectivity

14- .Research methods in media and communication sciences - library science

15- .Research methods in archaeology-history

The National Pedagogical Committee for the Field of Humanities and Social Sciences

: Institution : Bachelor's degree title

University year 2023-2024

:Evaluation method

Exam mark: 60% + directed work: 40%

References: (Books, publications, websites, etc.)

Ibrahim Abu Lughod and others: Social research, its methods and tools, Center for -
,Basic Education in the Arab World, Sous Al-Layan

Ahmed Badr: Principles of Scientific Research and Its Methods, Publications Agency, -
,Kuwait

Akram Al-Omari: Research methods and manuscript verification, Library of Science -
,and Wisdom, Medina

Gamal Zaki and others: Foundations of Social Research, Dar Al-Fikr Al-Arabi, Cairo, -
.D.T

Hamid Amer: The Scientific Method in the Study of Society, Dar Al-Maaref, Cairo -

Khair Safouh: Geographical research, its methods and methods, Ministry of Culture and -
National Guidance, Damascus

Dio Boulud van Dalen: Research methods in education and psychology. Translated by -
,Muhammad Nabil Nofal, Anglo-Egyptian Library

Rabihi Al-Hassan: The Researcher's Guide to Organizing Social Research Writing,
Royal Scientific Society Press, Amman

.Sami Arifaj and others: Scientific research methods and methods, Amman -

Mr. Ali Sheta: Scientific Method and Social Sciences, University Youth Foundation, -
Alexandria

Mr. Muhammad Khairy: Statistics in psychological, educational and social research, -
.Dar Al-Ta'el Press, Cairo 1963

Asim Al-Araji: Al-Wajeez in Scientific Research Methods, Dar Al-Fikr for Publishing -
and Distribution, Amman

Abdel Basset Hassan: Fundamentals of Social Research, Wahba Library, Cairo -

Abdel Basset Hassan: Principles of Scientific Research, Al-Bayan Committee Press, -
Cairo

Abdul Haq Kayed: Principles in writing scientific and cultural library research, Dar Al- -
Fath Library, Damascus

Abdel Hamid Lutfi: Sociology, Dar Al-Maaref, Cairo -

.Abdul Rahman Badawi: Scientific Research Methods, Publications Agency, Kuwait -

Abdel Salam Haroun: Editing and publishing texts, Al-Khanji Library, Cairo -

Abdul Azim Al-Deeb: The Method in the Writings of Westerners in Islamic History, -
,Al-Resala Foundation, Beirut

Abdullah Muwaffaq: Documenting and controlling texts according to the hadith -
scholars, Royal Library, Mecca

Hexagram: the first

Unit name: Methodology

Course name: Epistemology of the Human Sciences

The National Pedagogical Committee for the Field of Humanities and Social Sciences

: Institution : Bachelor's degree title

University year 2023-2024

Balance: 03

Parameter: 02

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

.Introducing the student to the basic terms of the humanities and their underlying theories

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

:Acquired abilities

- Gain the ability to criticize
- The ability to have a scientific and objective spirit
- Knowledge of the framework and epistemology of the humanities

.Knowledge about philosophy, philosophy of science, epistemology or epistemology

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

1. In the concept of human sciences, linguistic and terminological definition
2. Commentary on the human phenomenon
3. .Characteristics of the human phenomenon
4. The difference between humanities and human sciences
5. :In the concept of epistemology of the human sciences
6. The difference between it and the philosophy of science
7. The difference between it and the theory of knowledge
8. The difference between it and curriculum science
9. The difference between it and the history of science
10. The concept of epistemology of the human sciences
11. :Areas of epistemology in the human sciences
12. in Media and Communication Sciences
13. In library and information science
14. In archaeology
15. in history

.Evaluation method: *(continuous observation, examination, etc.)*

% exam

.References: *(books, publications, websites, etc.)*

- Robert Blanche: The Theory of Scientific Knowledge “Epistemology (1” Vision for , Publishing and Distribution, Beirut, January1 .AD 2014 ,

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year2023-2024

- Muhammad Jaloub Farhan: In Epistemology, New Philosophical Papers, Volume (2 .Four, Issue Seven, Summer 2012
- ,Ali Hussein Karkari: Epistemology in the field of knowledge (3 network Al-Maaref, .1st edition, Beirut, 2010
- Salah Ismail Abdel Haq: The Theory of Knowledge - A Contemporary Introduction, (4 .Egyptian Lebanese House, Beirut, January 1, 2020 AD
- :Muhammad Ali Hussein Al-Hassani (5 Epistemology of Interpretation, Dar Al-Rafidain for Printing and Publishing, Beirut, January1 .AD 2016 ,
- Abdul Rahman Badawi: Encyclopedia of Philosophy (Part 1 + Part 2), Arab (6 .Foundation for Studies and Publishing, Beirut, 1st edition: 1984 AD
- Andre Lalande: Lalande Philosophical Encyclopedia, translated by: Khalil Ahmed (7 .Khalil, Oweidat Publishing and Distribution House, Beirut, Paris, January 1, 2012 AD
- An Introduction to the Philosophy of Science (two :Muhammad Abed Al-Jabri (8 .Center for Arab Unity Studies, Beirut, 5th edition: 2002 AD , (parts
- 9- Jacks, Crumley II:An Introduction to Epistemology, Library And Archives Canada Cataloging In Publication, 2nd^{ed} , 2009.
- 10- Robert Audi: EPISTEMOLOGIE(theory of knowledge), R London and Nez York, First published in 1998, Reprinted 1998, 1999.
- 11-Léna Soler: Introduction to the epistemology - March 3, 2019, published on March 5, 2019.
- 12- Verneaux Roger: EPISTEMOLOGIE GENERALE OU CRITIQUE DE LA CONNAISSANCE Beauchesne Éditeur, January 1, 1987.
- 13- Carl Hempel: Epistemology, 2nd edition , Armand Colin, Paris, 11/01/2002.
- 14-Gaston Bachelard: The formation of scientific research, Vrin, Paris, 1971.
- 15- Michel Blay: Grand dictionary of philosophy, CNRS EDITIONS, Paris, 2003.

Hexagram: the first

Unit name: Expeditionary

Course name: Introduction to the history of ancient civilizations

Balance: 01

Parameter: 01

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year2023-2024

:Education objectives

.Learn about the most important global civilizations that shaped human history

:Prior knowledge required

Historical data and general culture

:Acquired abilities

- The student's awareness of the meaning of civilization, cultural development, and the importance of the invention of writing in the lives of ancient peoples
- The student differentiates between the levels of ancient civilizations in science, technology, economy, and society
- Knowing the extent of human interaction with its environment and developing means and techniques to exploit its wealth
- .The student was able to locate ancient civilizations on the map

:Article content

The concept of civilization: the meaning of civilization - the meaning of culture - the -1
.meaning of the Oikoumen - inventions that preceded civilization

.The time and spatial framework for the emergence of civilizations -2

.Civilizations of Western South Asia and Egypt -3

.The dawn of history and the inventions that preceded civilization -4

Material and literary sources for studying civilization: - Material sources. – Literary -5
.sources

.Mesopotamian civilization -6

- The major stages (Sumer - Akkad - Babylon - Assyria - the Chaldean Empire)

Aspects of civilization (religion - system of government - economy) - 7

The civilization of Persia and Elam: - Origins. -Religious life. -Political life. - -8
Economy

The civilization of ancient Syria: the Hittites and the peoples of Syria. -Political -9
.appearance. -Religious appearance. - Economic life

Expansion and confrontation in Southwest Asia: the Median Wars. – The Persian- -10
.Egyptian conflict

.The Persian-Greek conflict. – Peloponnesian Wars - 11

The Pharaonic civilization of Egypt. _ Origin - development - collapse - 12

System of government - religion and priesthood - army - economy -13

Arab civilization before Islam - 14

Political life: Southern countries (Main - Qataban - Saba - Himyar)

The northern countries (Palmyra - Al-Manathira - Al-Ghassanid) - the central -15
.countries (Kinda - Mecca)

Evaluation method : Exam score 60% + Directed work 40%

The National Pedagogical Committee for the Field of Humanities and Social Sciences

: Institution : Bachelor's degree title

University year2023-2024

.References: (*books, publications, websites, etc.*)

- .Saif al-Din al-Kateb and others, Atlas of Ancient Civilizations
- .Will Durant, The Story of Civilization, Dar Al-Jeel, Beirut
- ,Dyakov-Kovalev, Ancient Civilizations
- .Taha Baqir, Introduction to the History of Ancient Civilizations
- .André Aymard-Jeanine Aubouillet, General History of Civilizations

Bachelor's degree: Common Core: Humanities

Hexagram: the first

Unit name: Expeditionary

Title of the subject: Information Society

Balance: 01

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

Parameter: 01

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

For the student to recognize the importance of information and its role in society, understand the concept of the information society, and understand the principles, characteristics and standards of the information society

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

.Basic knowledge about the stages of development of human society

Tribal readiness to use information technology

:Acquired abilities

- .Student awareness of the importance of information within society
- .Expanding and deepening knowledge related to the information society
- .Ability to apply information society indicators

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

.Information and knowledge: a conceptual approach (1

.What is the information society (2

.Historical background of the information society (3

.Globalization and the information society (4

.Features and characteristics of the information society (5

.Requirements and foundations of the information society (6

.The information society between the Geneva and Tunis summits (7

.Indicators for measuring the information society (8

.The digital divide and its impact on establishing the information society (9

.Features and manifestations of the information society (10

.Ethics of the information society (11

.The information society in the Arab world (12

.Information society in Algeria (13

.From the information society to the knowledge society (14

.From the information society to the knowledge society (15

.Evaluation method: *(continuous observation, examination, etc.)*

% . **exam**

.References: *(books, publications, websites, etc.)*

1. .Siphon, Baya. "Algerian efforts to enter the Algerian information society." (2016)

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year2023-2024

2. Ikhlaf, a sweater. Information society ethics. University of Algiers3. College of . Political Science and Media, 2009
3. Karim, Murad. The information society and its effects on the office profession. Algeria: Dar Bahaa El-Din for Publishing and Distribution, 2011
4. Martin, William j. The Global Information Society. London: Routledge, 2017

Unit name: horizontal

Course name: Foreign language

Balance: 01

Parameter: 01

**The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year2023-2024**

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

The student must deal with allied sciences and practice using foreign languages

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

General knowledge of the foreign language

:Acquired abilities

- Realizing the importance of foreign languages in scientific knowledge
- .Realizing the importance of foreign texts in documentation and knowledge acquisition
- .Documenting research and knowing the names and terminology of various materials

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

Elementary principles (1

Methods of dealing with historical texts (2

Study of a historical text in the ancient history of Algeria (the Berber kingdoms of (3 (Numidia

Study of a historical text in the ancient history of Algeria (Berber characters of (4 (Masinissa

Study of a historical text in the history of medieval Algeria (Hammadi state) (5

Study of a historical text in the history of medieval Algeria (Ziania) (6

Study a text in archaeology (7

Study text in media and communication (about media systems) (8

Study a text about documentary institutions and archives (9

10) Study of a historical text in ancient civilizations (Egyptian civilization + (Mesopotamia

11) Study of historical text in ancient civilizations (Greek + Roman civilization)

.Evaluation method: *(continuous observation, examination, etc.)*

Continuous monitoring

.References: *(books, publications, websites, etc.)*

● Pandey , DK Library and Information science. New Delhi: Atlantic publishers & distributors, 2004

● Bauer, Martin W. / Bucchi, Massimiano 1970-. "Journalism, science and social science communication between news and public relations". New York Routledge 2007.

**The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title**

University year2023-2024

- Gilles Willett (dr.), *La communication mode. An introduction to concepts, models and themes* ., Editions of Renouveau Pedagogique Ottawa, 1992.
- Philippe Cabin and autres, communication, and savings. Editions sciences humaines 1998
- David Holmes, (2009), “Communication Theory Media, Technology and Society
- PeytonPaxson, (2010), “Mass communication and media studies :An introduction
- Martin, William j. The Global Information Society. London: Routledge, 2017
- Pierre Montagnon , History of Algeria - Origins in our journals - Editor of Pygmalion, Paris 1998.
- Gsell , Stephane. Les monuments antiques de l'Algérie (Band 2). Paris , 1901.
- NACERA BENSEDDIK ... The ancient archaeology in Algeria , higher and older ' hui

Hexagram: the first

Unit name: horizontal

Name of the subject: Automated information 01

Balance: 01

Parameter: 01

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor’s degree title
University year2023-2024

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

how to deal with , The student gets to know the basic concepts about automated media the operating system, and how to deal with office tools

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

Ability to operate a computer , and know how to open Microsoft Office programs

:Acquired abilities

- .Knowledge of means to assist in knowledge production
- .The ability to acquire new knowledge helps in scientific developments
- .Realizing the importance of office supplies

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

- 1) History of information
- 2) Initiation and information
 - System information
 - Matériels
 - Logiciels
 - Domaines d'application
- 3) Exploitation system
 - Presentation of existing systems
 - Manipulation of interfaces in Windows
- 4) The bureau's outlets
 - Microsoft Office Word: Presentation of the interface
 - TP 1: Say and mise into the text form
 - TP 2: Manipulating tables, WordArts and forms
 - TP 3: Manipulating smart arts, graphics and images
 - TP 4: The manipulation of numbers/numbers, entries/pieds of the document, pages of the page and pages of the garde
 - TP 5: Manipulating table mats, note at the bottom of the page, note at the end and references

.Evaluation method: *(continuous observation, examination, etc.)*

Continuous monitoring

.References: *(books, publications, websites, etc.)*

1. El-Hassen Bensaid, 2012, launched with the order in 3 seasons (2 days), glossy edition, Algérie.
2. L'abeille, 2010, Introduction to information, Les éditions l'abeille, Algérie.
3. Mc Belaid, 2006, Formation on Windows Xp, Les Éditions Pages Bleues Internationales, Algérie.
4. Mc Belaid, 2009, Formation of texts in Word 2007, Editions Pages Bleues Internationales, Algeria

Bachelor's degree: Common Core: Humanities
Hexagram: the second
Unit name: basic

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Course name: Introduction to Media and Communication Sciences 2

Balance: 05

Parameter: 02

:Education objectives

Understand the meaning of the model and its importance in the field of media and communication

Identify the divisions of communication models

View the most important models explaining the communication process

:Prior knowledge required

The student must have general knowledge of the priorities of media and communication sciences, their fields of study and specializations

:Acquired abilities

- .Familiarity with the origins and development of new media
- Dealing positively with new media, benefiting from them, and avoiding their negative aspects
- .The ability to understand the individual's new role in the new media environment

Subject content: *(It is mandatory to specify the detailed content of each subject with reference to the student's personal work*

1) Communication networks and levels

2) Contact Forms: What are forms? What is its importance in media and communication sciences

3) Model functions

4) Classifications of communication models: Communication models according to the way they are presented / according to the level of communication / according to their purpose / according to their development (linear, two-way, interactive)

5) :The most important models of communication according to historical development

6) Aristotle's model

7) Lasswell model

8) Berlo model

9) Shannon and Weaver model

10) Ross model

11) Osgood and Schramm model

12) Defler model

13) Katz and Lasersfeld model

14) Helical or spiral model

15) Convergence model: Rogers and Kennedy

.Evaluation method: *(continuous observation, examination, etc.)*

Exam mark: 60% + directed work: 40%

.References: *(books, publications, websites, etc.)*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

- Rasem Muhammad Al-Jamal (1991): *Communication and Media in the Arab World*, (1 Beirut, Center for Arab Unity Studies.
- Zuhair Ahaddan, *Introduction to Media and Communication Sciences*, Office of (2 .University Publications, Algeria
- Nassif Fahmy Menkerios, *Communication between human aspects and contemporary (3 .technology*, Modern University Office, Egypt, 2010
- Mahmoud Hassan Ismail, *Principles of Communication Science and Theories of (4 .Influence*, 1st edition, International House for Publishing and Distribution, Egypt, 2003
- Abdel Rahman Darwish, *Introduction to the Science of Communication*, Nancy (5 .Library - Damietta, 2005
- Hamid Sumaisim: *Theories of Egypt's Communication*: Nancy Library, 2005 (6- Cairo: World of . influence Muhammad Abdel Hamid: *Media theories and trends of (7 .Books*, 2010
- Communication and its Contemporary Theories*, : Hassan Makkawi, Laila Al-Sayyid (8 .Egyptian Lebanese House, 8th edition, 2009
- Bassam Al-Mashaqba: *Communication Theories*, Dar Al-Masirah for Printing and (9 Publishing, 2011
- Sanaa Muhammad Suleiman, (2013), "The Psychology of Human Communication (10 ".and Its Skills
- Fadda Abbasi Basli, Muhammad al-Fatih Hamdi, (2017), "An Introduction to (11 ".Communication and Media Sciences: Methods, Models, and Theories
- Rahima Al-Tayeb Aissani, (2008), "Introduction to Media and Communication: (12 "Basic Concepts and New Functions in the Age of Media Globalization
- 1) Bauer, Martin W. / Bucchi, Massimiano 1970-. "Journalism, science and social science communication between news and public relations". New York Routledge 2007.
 - 2) Bucchi, Massimiano 1970-. "Science and the media alternative routes in scientific communication". London; New York Routledge 1998.
 - 3) Gilles Willett (dr.), *La communication mode. An introduction to concepts, models and themes .*, Editions of Renouveau Pedagogique Ottawa, 1992.
 - 4) Philippe Cabin and autres, communication, and savings. Editions sciences humaines 1998
 - 5) David Holmes, (2009), "Communication Theory Media, Technology and Society
 - 6) PeytonPaxson, (2010), "Mass communication and media studies :An introduction

Hexagram: the second

Unit name: basic

Course name: Fundamentals of library science and documentation

Balance: 05

Parameter: 02

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

:Education objectives

The student should be familiar with the rules for describing sources and their availability, realize the importance of documentary analysis and its uses, and familiarize the student with the technological aspects related to documentation

:Prior knowledge required

General knowledge about the principles of administration and management , and prior dealing with books and information resources

:Acquired abilities

- .The ability to distinguish between document description and analysis
- Realizing the importance of modern technologies in the field of documentary institutions
- Mastery of knowledge developments in the fields of document description and analysis

Subject content: *(It is mandatory to specify the detailed content of each subject with reference to the student's personal work*

.Organizing and managing documentary institutions (1

.Documentary series: collection, processing and retrieval (2

.Scientific management of documentary institutions: schools of administrative thought (3

.Documentary institution management functions (4

.Electronic management of documentary institutions (5

.Description of documents and intellectual vessels (6

.Stages of development of rules for describing documents (7

Specifications and standards for describing documents (8.

.Functional requirements for bibliographic recording (9

.Description of the sources and making them available in documentary institutions (10

.Basics of documentary analysis (11

.Classification of knowledge and objective classification of sciences (12

.Analysis, indexing and extraction (13

.Thesaurus and the structural structure of knowledge (14

.Ontology and the Semantic Web (15

.Evaluation method: *(continuous observation, examination, etc.)*

Exam mark: 60% + directed work: 40%

.References: *(books, publications, websites, etc.)*

1) Pebayle , Emanuelle Chevy. **Systems organization and human numbers** . London: ISTE Ed, 2017

Abdel Hadi, Mohamed Fathi; Abdel Fattah Mohamed, Khaled. **Metadata: its (2 theoretical foundations and practical applications** . Cairo: Egyptian Lebanese House, .2013

3) Waller, Suzanne. **Analysis document: a methodological approach** . Paris: ADBS, 2013. 3

Hexagram: the second

Unit name: basic

Title of the subject: History of Algeria in the year 02

Balance: 05

Parameter: 02

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

Introducing the student to the history of Algeria from the earliest times to the present time, enabling him to understand how the Algerian nation was formed throughout history .and introducing him to the dimensions of Algerian identity throughout the ages

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

Information about the geography of the Algerian country

Tribal knowledge about the events that took place in Algeria in modern and .contemporary history

.General knowledge about the dimensions of national identity

:Acquired abilities

- .Being able to record the history of Algeria (modern and contemporary)
- .Knowing the basic stages of development of Algerian society
- .Knowing the transformations that Algeria has experienced throughout the ages

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

.The entry of the Ottoman Turks into Algeria and the development of the ruling system (1

.The era of the Days (2

.Algeria's foreign relations during the Ottoman era and its international status (3

.The French occupation of Algeria (4

.Resistance to Emir Abdelkader Al-Jazairi (5

.Organization of the state of Emir Abdelkader Al-Jazairi (6

.Ahmed Bey's resistance (7

.Sheikh Bouamama's resistance (8

.Other popular resistances (9

.French colonial policy in Algeria (10

.Algerian National Movement 1 - the reformist and independence movement (11

.Algerian National Movement 2 - Other movements (12

.The outbreak of the revolution and its development from 1954-1962 (13

The development of Algeria after independence - the system of government and the (14
.constitution

.Algeria's development after independence - society and economy (15

Algerian diplomacy in international forums (16

.Evaluation method: *(continuous observation, examination, etc.)*

Exam mark: 60% + directed work: 40%

**The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title**

University year2023-2024

References: (*books, publications, websites, etc.*)

- .Abd al-Rahman al-Jilali, General History of Algeria (1
- .Yahya Bouaziz, Algeria's Revolutions in Qanin 19-20 AD (2
- .Muhammad bin Al-Mubarak Al-Mili, The History of Algeria in Ancient and Modern (3
- .Yahya Bouaziz, Al-Mawjiz fi Tarikh Algeria (4
- .Abu al-Qasim Saadallah, History of the Algerian National Movement (5
- .Jamal Qanan, texts and documents in the modern history of Algeria (6

Hexagram: the second

Unit name: basic

Course name: Introduction to archaeology 02

Balance: 05

Parameter: 02

Education objectives: (*mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Providing information to students about archeology as a science in itself for the first time in their academic career, giving them insight into the research methodology in antiquities and archaeological excavations, and giving them information about their various types of .cultural waste and how to extract, collect, study and exploit them

Required prior knowledge: *(a detailed description of the knowledge required that will .enable the student to continue this education, two lines at most*

Information about archeology

Concepts about archaeological research

Information about some famous archaeological sites

:Acquired abilities

- .Familiarity with various fields of archaeology
- Ability to conduct field research
- .Knowledge of relevant frameworks and ancillary sciences for archaeology

Subject content: *(It is mandatory to specify the detailed content of each subject with .reference to the student's personal work*

Stages of archaeological research (1

Archaeological file (scientific + administrative) (2

Archaeological survey and its types (3

Subsurface survey (sounding and geophysical methods) (4

Aerial surveying and remote sensing (5

Surveying in submerged areas (6

Fossils and their types (7

Drilling methods and techniques (8

Archaeological sites, their protection, management and exploitation (9

Laboratory work: management of archaeological finds and collections (10

Laboratory work: maintenance and preservation of archaeological finds (11

Laboratory work: dating methods (12

Documentation and report preparation (13

Archaeological research in Algeria (history of research) (14

Cultural institutions and archaeological research structures in Algeria (15

.Evaluation method: *(continuous observation, examination, etc.)*

Exam mark: 60% + directed work: 40%

.References: *(books, publications, websites, etc.)*

(Introduction to Archeology) Edited by: Abdul Qadir Mahmoud, King Saud University, 1 .Riyadh, 1999 AD

Kafafi, Zidane (Introduction to Archaeology), 1st edition, Hamada Publishing House, (2005 AD)
Irbid - Jordan, 2005 AD
Adnan Al-Bunni, Modern Archaeological Excavation (Second Edition, Ministry of Culture) (1976)
George Daou: History of archaeology (4)
Muhammad Saleh Al-Jabri: Using modern techniques in archaeology (5)
Izzat Zaki Hamed Qadous: An Introduction to Greek and Roman Archaeology (6)

Hexagram: the second

Unit name: Methodology

Course name: Methodology and techniques of scientific research in the human sciences

Balance: 03

Parameter: 02

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

Enabling the student to control scientific research terminology, differentiate between method and methodology, and learn scientific research methods in the humanities, especially in media and communication sciences, library and information science, history, and archaeology. In addition to training him in the methodological methods and techniques necessary to practice the act of analysis, whether in completing directed work or a graduation thesis

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

.General knowledge about scientific research, its methods and objectives

To pursue this training, the student is required to be familiar with the general knowledge of research methods, and to be aware of the epistemological aspect of scientific research, .and the theories that are taken as frames of reference for historical analysis

:Acquired abilities

- The student is able to understand the methods of obtaining scientific knowledge
- Acquires skills for preparing scientific research
- Knowing the first steps in writing problems and formulating hypotheses and ...questions

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

- 1) The concept of scientific research - the concept of method and methodology in scientific research
- 2) The basic processes in the scientific method: induction, perception, understanding, analysis , SYNTHESIS, EXPERIMENTATION, DEDUCTION, CLASSIFICATION, INTERPRETATION, .ABSTRACTION, JUDGMENT, AND REASONING
- 3) Stages of scientific research: Choosing the topic - defining the research problem and .hypotheses
- 4) Collecting questionnaires and sources - criticism and analysis
- 5) .Choose the research topic and set the title
- 6) Determining the problem: its formulation and conditions
- 7) Adjust the search plan
- 8) Collecting and classifying scientific materialism: the difference between sources and references - the cards method
- 9) Analyzing, synthesising and formulating ideas (ideas file)
- 10) .Linguistic conditions for editing scientific material
- 11) Quotation, its concept, methods, and conditions, the methodology of summarization, .abbreviation, and deletion

12) Marginalization and documentation: First, archival sources and documents/various references and studies/audiovisual references and technological media

13) Introduction and conclusion of the research

14) Appendices (maps, images, texts, tables), abbreviations and terms

15) Methodology for analyzing a text and methodology for studying and presenting a book.

.Evaluation method: (*continuous observation, examination, etc.*)

Exam mark: 60% + directed work: 40%

.References: (*books, publications, websites, etc.*)

- .Maurice Ingres, Methodology of Scientific Research in the Human Sciences
- Ibrahim Abu Lughod and others: Social research, its methods and tools, Center for Basic Education in the Arab World, Sous Al-Layan
- Ahmed Badr, Principles of Scientific Research and Its Methods, Publications Agency, Kuwait
- Akram Al-Omari, research methods and manuscript verification, Library of Science and Wisdom, Medina
- Gamal Zaki and others: Foundations of Social Research, Dar Al-Fikr Al-Arabi, Cairo, D.T
- Hamed Amer: The Scientific Method in the Study of Society, Dar Al-Maaref, Cairo
- Khair Safouh: Geographical research, its methods and methods, Ministry of Culture and National Guidance, Damascus
- Dio Boulud van Dalen: Research methods in education and psychology. Translated by Muhammad Nabil Nofal, Anglo-Egyptian Library
- Rabihi Al-Hassan: The Researcher's Guide to Organizing Social Research Writing, Royal Scientific Society Press, Amman
- .Sami Arifaj and others: Scientific research methods and methods, Amman
- Mr. Ali Sheta: Scientific Method and Social Sciences, University Youth Foundation, Alexandria
- Mr. Muhammad Khairy: Statistics in psychological, educational, and social research, Dar Al-Ta'el Press, Cairo 1963
- Asim Al-Araji: Al-Wajeez in Scientific Research Methods, Dar Al-Fikr for Publishing and Distribution, Amman
- Cairo , Abdel Basset Hassan, Fundamentals of Social Research, Wahba Library
- Abdel Basset Hassan, Fundamentals of Scientific Research, Al-Bayan Committee Press, Cairo
- Abdul Haqq Kayed: Principles in writing scientific and cultural library research, Dar Al-Fath Library, Damascus
- Abdel Hamid Lotfy, Sociology, Dar Al Maaref, Cairo
- .Abdul Rahman Badawi, Scientific Research Methods, Publications Agency, Kuwait
- .Asad Rustom, The Terms of History, Modern Library, Sidon-Beirut, 1st edition, 2002 -

Laila Al-Sabbagh, A Study in the Methodology of Historical Research, Khaled Bin Al--
.Walid Press, Damascus, 1979
Hassan Othman, Historical Research Methodology, Dar Al-Maaref, Cairo, 3rd edition, -
.1970
Abdulaziz Al-Douri, The Origins of History among the Arabs, published by the Zayed -
.Center for Heritage and History, Al Ain, United Arab Emirates, 2000
Hassan Hallaq, Historical Research Methodology-
Nasser al-Din Saidouni, Basics of History Methodology, Al-Kasbah Publishing House, -
.Algeria, 2000
Edward Carr, What is History, translated by Maher Kilani and Pierre Akl, Arab -
.Foundation for Studies and Publishing, Beirut, 2nd edition, 1980
Muhammad Othman Al-Khasht, The Art of Writing Scientific Research and Preparing -
.University Theses, Dar Rihab for Printing, Publishing and Distribution, Algeria, undated

Hexagram: the second

Unit name: Methodology

Course name: Fields of human sciences

Balance: 3

Parameter: 2

Education objectives: *(mention the qualifications the student is supposed to acquire
. (after passing this subject, in three lines at most*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

Introducing the student to the areas of specialization in the humanities, the fields of work in them, and the differences between their specializations

Required prior knowledge: *(a detailed description of the knowledge required that will enable the student to continue this education, two lines at most*

Prior knowledge related to the humanities and their specializations

:Acquired abilities

- Enabling the student to understand the nature of the humanities in general and the difference between the components of its subjects and specializations
- The student's awareness of the bridges between the branches and specializations that make up the branch
- Understanding the advantages and prospects of employment in each branch or specialization

Subject content: *(It is mandatory to specify the detailed content of each subject with reference to the student's personal work*

Fields of media and communication sciences, public relations - 1

Fields of media and communication sciences, media and communication – 2

Fields of media and communication sciences, opinion polling and organizational communication - 2

Fields of media and communication sciences, written journalism and electronic journalism - 3

Fields of library and information science, library economics – 4

Fields of library and information science, information science, archival science - 4

Fields of library and information science, information technology and documentation - 5

Fields of library and information science, information security and management of documentary institutions - 6

Fields of archaeology, prehistoric monuments and ancient archaeology - 7

Fields of archaeology, Islamic antiquities - 8

Fields of archaeology, conservation and restoration – 9

Fields of archaeology, cultural tourism and tourist guidance – 10

Fields of history, ancient and medieval history - 11

Fields of history, modern and contemporary history – 12

Fields of history, centers of historical research -13

.Bridges between the components of the humanities disciplines -14

Areas of employment for humanities graduates -15

.Evaluation method: *(continuous observation, examination, etc.)*

% . exam

.References: *(books, publications, websites, etc.)*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year2023-2024

- .Radouane Belkhiri, Introduction to New Media (1
- .Radwan Belkhiri, introduction to communication and public relations (2
- .Asad Rustom, the term history (3
- .Al-Hadi Muhammad. Information technology and its application (4

Hexagram: the second

Unit name: Expeditionary

Course name: Introduction to the history of Islamic civilization

Balance: 01

Parameter: 01

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Introducing the student to the history of Islamic civilization in general, the role of Muslims in the renaissance of science and knowledge, and the achievements of the scientific and urban Islamic civilization

Required prior knowledge: *(a detailed description of the knowledge required that will enable the student to continue this education, two lines at most*

General knowledge about the most famous Islamic inventions in the field of science

General knowledge about the Islamic influence on the Renaissance of Europe

:Acquired abilities

- .Enabling the student to understand the nature of Islamic civilization
- .Being able to understand the role of Islamic civilization in modern development
- .Appreciating the role of the Islamic nation in building human civilization

Subject content: *(It is mandatory to specify the detailed content of each subject with reference to the student's personal work*

.Definition of Islamic civilization (1

.Geography of Islamic civilization (2

.Sources of the history of Islamic civilization (3

.The major Islamic metropolises in the Levant, Morocco, and Andalusia (4

.Medical and pharmaceutical sciences in Islamic civilization (5

.Astronomy and astrolabe (6

.Chemistry (7

.Mathematics and optics (8

.Islamic architecture (9

.Social laws and regulations (10

.Markets in Islamic civilization (11

.Islamic arts (12

.Crafts and industries (13

.The impact of Islamic civilization on Europe (14

.Biographies of the most famous Muslim scholars in the rational sciences (15

.Evaluation method: *(continuous observation, examination, etc.)*

Exam mark: 60% + directed work: 40%

.References: *(books, publications, websites, etc.)*

.Sigrid Hoenke, The Arab Sun Shines on the West (1

.Saad Zaghoul Abdel Hamid, Architecture and Arts in the Islamic State (2

.Manuel Moreno, Islamic Art in Europe (3

Musa Abdel-Lawi, Islamic civilization and its effects on Western civilization (4

Hexagram: the second

Unit name: Expeditionary

Name of the material: Documentary research

Balance: 01

Parameter: 01

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

For the student to understand the methods of traditional and electronic documentary research, and to familiarize the student with the documentary research strategy and how to use research methods and tools

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

Ability to search for and use references

Initial knowledge in navigating the Internet

:Acquired abilities

- .Ability to use documentary research methods and tools well
- .The ability to distinguish between traditional and digital documentary research
- .Familiarity with the steps of the documentary research strategy

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

.A conceptual introduction to unit terminology (1

Searching for information (2: .its concept and methods

.Searching for information: goals, justifications and objectives (3

.Searching for information: obstacles and ways to overcome them (4

.Information and documentary research specialist (13

.Searching for information: its techniques and tools (5

.Historical development of bibliographic tools (6

.Documentary needs: Documentary research sources and the ability to use them (7

.Documentary requirements: Requirements formulation chart (8

.Documentary needs: Levels of documentary needs (9

.Types of sources and reference vessels (10

.Principles and rules of documentary research (11

.Documentary research methods and strategies (12

.Evaluating and sorting the search results (14

.Methods and rules of referential marginalization (15

.Evaluation method: *(continuous observation, examination, etc.)*

% . **exam**

.References: *(books, publications, websites, etc.)*

.Qasim Heshmat. **Library and research** . Cairo: Dar Gharib Publishing, D.T (1[

Good for you, Ammar. **Searching for information on the Internet** . Damascus: Al- (2

.Rida Publishing House, 2000

The National Pedagogical Committee for the Field of Humanities and Social Sciences

: Institution : Bachelor's degree title

University year2023-2024

3) Boubée, Nicole; Tricot, André. *What's the point of finding the information ?* Lyon: Presses de l'ENSSIB, 2017

Hexagram: the second

Unit name: horizontal

Course name: Foreign language

Balance: 01

Parameter: 01

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

The student must deal with allied sciences and practice using foreign languages

Required prior knowledge: *(a detailed description of the knowledge required that will .(enable the student to continue this education, two lines at most*

General knowledge of the foreign language

:Acquired abilities

- Realizing the importance of foreign languages in scientific knowledge
- .Realizing the importance of foreign texts in documentation and knowledge acquisition
- .Documenting research and knowing the names and terminology of various materials

Subject content: *(It is mandatory to specify the detailed content of each subject with .(reference to the student's personal work*

1) Methods of dealing with historical texts

2) Ways to deal with historical terms

3) Study of a historical text in the modern history of Algeria (Algeria in the Ottoman era

4) Study of a historical text in the contemporary history of Algeria (the national movement

5) Study of a historical text in the contemporary history of Algeria (the Liberation Revolution

6) Study text in archaeology

7) Text study in media and communication

8) Study a text about library science

9) Study of a historical text in Islamic civilization (sciences)

10) Study of a historical text in Islamic civilization (literature and arts)

11) Text study on documentary research

.Evaluation method: *(continuous observation, examination, etc.)*

Continuous monitoring

.References: *(books, publications, websites, etc.)*

● Moulay Belhamisi , Marine and marins d' Alger T.1: Navires and hommes : 1518 - 1830 , Alger , Bibliothèque Nationale d' Algérie , 1996.

● Mahfoud Kaddache , And Algeria in Liberia 1954-1962, Editor Paris-Méditerranée, Paris 2003.

● Kaddache (Mahfoud), History of nationalisme Algérienne , (question Nationale et politique. Algérienne) 1919-1951, SNED, Alger, 1980

● Boubée, Nicole ; Tricot, André. *What's the point of finding the information ?* Lyon: Presses de l'ENSSIB, 2017

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

- Gilles Willett (dr.), *La communication mode. An introduction to concepts, models and themes* ., Editions of Renouveau Pedagogique Ottawa, 1992.
- Philippe Cabin and autres, communication, and savings. Editions sciences humaines 1998

Hexagram: the second

Unit name: horizontal

Name of the material: Automated information

Balance: 01

Parameter: 01

Education objectives: *(mention the qualifications the student is supposed to acquire . (after passing this subject, in three lines at most*

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title

University year 2023-2024

how to deal with , The student gets to know the basic concepts about automated media the operating system, and how to deal with office tools

Required prior knowledge: *(a detailed description of the knowledge required that will enable the student to continue this education, two lines at most*

Ability to operate a computer , and know how to open Microsoft Office programs

:Acquired abilities

- .Knowledge of means to assist in knowledge production
- .The ability to acquire new knowledge helps in scientific developments
- .Realizing the importance of office supplies

Subject content: *(It is mandatory to specify the detailed content of each subject with reference to the student's personal work*

- 1) Microsoft Office PowerPoint
 - Presentation of the interface
 - Creation and mise in the form of a presentation
 - Animation of a presentation
 - The preparation of a presentation
- 2) Microsoft Office Excel
 - Presentation of the interface
 - La saisie des données et des formules
 - The table manipulation
 - The calculation manipulation
 - The manipulation of graphiques
- 3) Internet

.Evaluation method: *(continuous observation, examination, etc.)*
Continuous monitoring

.References: *(books, publications, websites, etc.)*

- *Mc Belaid, 2011 . Formation in PowerPoint 2007: Présentez votre document sur Data Show, Les Éditions Pages Bleues Internationales, Algérie.*
- *Mc Belaid, 2015 . Premier with the order : courses and necessary procedures, the Editions Pages Bleues Internationales, Algeria*

Fourth: Contracts/Agreements^(*)

Yes

no

**If yes, agreements and contracts shall be attached to the paper and digital copies of)
(the composition presentation**

.Mandatory in all professional offers -(*)

Sample letter expressing intent or desire

(In the event that the training offer is submitted in partnership with another university institution)

An official letter bearing the name of the relevant university institution

:Subject:Approval of double supervision for a bachelor's degree presentation entitled

The university (or university center) announces its desire to provide double supervision for the above-mentioned bachelor's degree throughout the qualification period for this training, and in this context, the university (or university center) accompanies/accompanies this training offer through

- ,Expressing opinion while designing and updating educational programmes
- ,Participation in forums organized for this purpose
- ,Participation in discussion committees
- .Contributing to the exchange of human and material capabilities

:Signature of officially qualified official

:Function

:the date

Sample letter expressing intent or desire

(In the event of submitting a bachelor's degree training offer in partnership with an institution for a user sector)

(Official paper bearing the name of the institution)

:Subject:Approval of a bachelor's degree research project entitled

:Submitted by

The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year 2023-2024

The... Foundation announces its desire to accompany this training mentioned above as a .potential user of the product of this training

:In this context, we confirm our joining this project, and our role in it is through

- ,Expressing our opinion on designing and updating educational programmes
- ,Participation in forums organized for this purpose
- .Participation in discussion committees
- Facilitating, as much as possible, the reception of students interning at the institution within the framework of completing graduation notes or within the framework of .supervised projects

The necessary capabilities to carry out these operations, which are our responsibility, will be harnessed in order to achieve and implement the goals, both on the material and .human levels

.Mr.(a) shall be appointed as an external coordinator for this project

:Signature of officially qualified official

:Function

:the date

:The official seal of the institution

Fifth: CVs of members of the training team in the specialty

A brief biography for each person from the pedagogical team concerned with training in the specialization

(*) (internal framing)

(According to the attached form)

.Only one page per CV – (*)

:nickname

:date and place of birth

E-mail:

:the phone

:Rank

:Original institution

:Certificates: (graduation, post-graduation, date of obtaining, specialization, etc.)

**Professional pedagogical competencies (school subjects, professional experience,
:(.etc**

**The most important scientific activities: (publications, interventions, research
:(teams**

**Sixth: Opinion and approval of the institution's administrative and pedagogical
bodies**

The head of the department is responsible for the training field team

**The National Pedagogical Committee for the Field of Humanities and Social Sciences
: Institution : Bachelor's degree title
University year2023-2024**

Opinion - History - Authentication Opinion - History - Authentication

Dean of the college or director of the institute

Opinion - History - Authentication

Director of the university institution

Opinion - History - Authentication

Seventh: Opinion and visa for the regional seminar

The visa is only available in the final copy of the training offer transmitted to the)
(Ministry

Eighth: Opinion and approval of the National Pedagogical Committee for the field
The visa is only available in the final copy of the training offer transmitted to the)
(Ministry

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

MINISTRY OF HIGHER EDUCATION

AND SCIENTIFIC RESEARCH

EDUCATIONAL OFFER L.M.D.

ACADEMIC COMMUNICATION DEGREE

Institution	Faculty / Institute	Department
University Mohamed KHEIDER - BISKRA	HUMANITIES AND SOCIAL SCIENCES	HUMANITIES
Field	Major	Specialization
HUMANITIES AND SOCIAL SCIENCES	INFORMATION AND COMMUNICATION SCIENCES	COMMUNICATION

Head of the formation domain team:

Professor: DEBLA ABD ALI

Table of Contents

I- Bachelor's Degree Profile

1. Identification of the Training Location
2. Coordinator (Responsible) for the Training Presentation
3. Other Participants
4. Framework and Objectives of Training
 - A. General Organization of Training: Project Status
 - B. Training Objectives
 - C. Targeted Activity Sector
 - D. Regional and National Capabilities for Employability
 - E. Bridges to Other Specializations
 - F. Indicators for Monitoring the Training Project
5. Available Human Resources
 - A. Training Capabilities
 - B. Training Support Team
6. Available Material Resources
 - A. Pedagogical Laboratories and Facilities
 - B. Internship and Training Areas in Institutions
 - C. Available Documentation
 - D. Personal Workspaces and Information and Communication Technologies

II- Semester Organization Cards

1. First Semester
2. Second Semester
3. Third Semester
4. Fourth Semester
5. Fifth Semester
6. Sixth Semester
7. Comprehensive Overview of Training

III- Organization Cards for Teaching Units

IV- Detailed Program for Each Subject

V- Contracts and Agreements

VI- Resumes of Coordinators

VII- Opinion and Visa of Administrative and Advisory Bodies

VIII- Regional Seminar Visa

I- License Identification Card

1. Training Location Determination:

- College or Institute: Humanities and Social Sciences
- Department: Department of Humanities
- Branch: Information and Communication Sciences

2. Coordinators:

- Responsible for Training Field Team
 - Name: Dr. Abd Laali Debla
 - Position: Professor
 - Phone: 07.71.58.51.85
 - Fax: 033.50.12.40
 - Email: debladz@yahoo.fr
- Coordinator/Responsible for the Training Branch
 - Name: Mohamed Bachir Mahmoudi
 - Position: Assistant Professor
 - Phone: 06.63.45.21.30
 - Fax: 033.50.12.40
 - Email: mohamed.bachir32@yahoo.com
- Coordinator/Responsible for the Specialization
 - Name: Nabil Lahmer
 - Academic Rank: Assistant Professor
 - Phone: 05.50.77.51.58
 - Fax: 033.50.12.40
 - Email: lahmerinfo.com@gmail.com

3. Other Participants:

- Other partner institutions
- Departments of Humanities in various branches
- Other social and economic partners
- International foreign partners

4. Framework and Objectives of Training:

- A. General Organization of Training: Project Status
- B. Training Objectives
- C. Targeted Activity Sector
- D. Regional and National Capacities for Employability
- E. Bridges to Other Specializations

- F. Monitoring Indicators for the Training Project

For multiple proposed training programs in the license or existing programs managed by the institution, please specify the position of this project compared to other paths.

II- Goals of the Training

A. General Objectives:

The proposed training aims to align with the directives of the Ministry of Higher Education and Scientific Research, specifically focusing on the reform of the university education system and the introduction of the L.M.D format for the academic year 2009/2010.

B. Specific Objectives:

The main objectives include adapting the training to meet research requirements, aligning the Algerian university system with the global system, accommodating the demands of globalization in university education, embracing scientific and knowledge advancements, and facilitating the integration of Algerian students into foreign universities that have adopted the system.

C. Expected Outcomes:

The anticipated outcomes involve meeting the needs of national educational, cultural, and administrative institutions, facilitating students' transitions between different branches of humanities, supporting continuous scientific research from undergraduate to doctoral levels, and establishing a specialized communication and information training program at the University of Mohamed Kheider in Biskra.

III. Target Qualifications and Competencies:

The proposed LMD training aims to provide an open and comprehensive education that enables graduates to engage in various fields of knowledge and effectively manage educational and cultural institutions nationwide.

IV. Training Organization:

The training is structured over six semesters, with the first two semesters focusing on common foundational education and the remaining four on in-depth specialization. Courses are organized into teaching units supervised by pedagogical teams, with each unit having a credit value. The total credits for the entire training program amount to 180.

V. Partnership:

The proposed training project aims to establish collaboration and exchange of ideas with public bodies and institutions responsible for educational, cultural, intellectual, and administrative matters.

VI. Training Requirements:

To ensure the success of the training, periodic training for department professors, the employment of new graduates as permanent professors, and the identification of training batches starting with 100 students are essential.

VII. Regional and National Capacities for Employability:

The training project emphasizes the need for continuous monitoring, regular updating of professors' knowledge, and the recruitment of new graduates as permanent professors at the institute.

VIII. Bridges to Other Specializations:

The training is designed to provide a comprehensive education, allowing graduates to explore various fields of knowledge and successfully manage educational and cultural institutions across the country.

IX. Project Monitoring Indicators:

Monitoring indicators will be established to track the progress of the project, ensuring its alignment with the set goals and objectives.

6. Available Material Resources

A. Pedagogical Laboratories and Equipment

Provide a card detailing the pedagogical equipment available for the practical activities of the proposed training. (One card for each laboratory)

Title: [Laboratory Title]

Capacity (Number of Students): [Capacity]

Facility Information

Number	Facility Type	Title/Description	Room Number
01	Classrooms	Lecture Halls	07
02	Guidance Rooms	Counseling Rooms	64
03	Auditoriums	Auditoriums	06
04	Libraries	Libraries (Three floors, 272 seats each)	-
05	Documentation Rooms	Documentation Rooms (80 seats each, three floors)	80 seats, 03 floors
06	Computer Labs	Computer Labs (40 seats each)	40 seats
07	Faculty Room	Faculty Room (40 seats)	40 seats
08	Pedagogical Support Offices	Pedagogical Support Offices (3 seats each, 75 offices)	03 seats, 75 offices
09	Internet Rooms	Internet Rooms (80 seats each)	80 seats, 02 rooms
10	Discussion Room	Discussion Room (40 seats)	40 seats
11	Audiovisual Room	Audiovisual Room (60 seats)	60 seats

II. Semester Organization Card

Please provide the semester cards (6) for the academic year.

Semester 3:

Educational	Subject Titles	Credits	Coefficients	Weekly	Total	Assessment
-------------	----------------	---------	--------------	--------	-------	------------

Units				Hours	Hours (15 weeks)	Mode
UE Fondamentale						
UEF 1.1	Introduction to Media Information and Communication 1	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Information and Communication Technologies 1	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Media Writing Techniques	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Media Economics	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
UE Méthodologique						
UEM 1.1	Research Methods and Techniques in Information and Communication Sciences	3	2	1h30 (Lecture), 1h30 (Tutorial)	45h (Lecture), 45h (Tutorial)	40% CC, 60% Exam
	Presentation and Analysis of Data	3	2	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
UE Découverte						
UED 1.1	Semiology of Communication	1	1	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Social Psychology	1	1	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
UE Transversale						
UET 1.1	Literary Readings	1	1	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
	English Language	1	1	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
Total Semester 3	30	16	10h30	13h30	-	360h

Other = Additional work during semester consultation; CA = Continuous Assessment.

Semester 4:

Educational	Subject Titles	Credits	Coefficients	Weekly	Total Hours	Assessment
-------------	----------------	---------	--------------	--------	-------------	------------

Units				Hours	(15 weeks)	Mode
UE Fondamentale						
UEF 1.1	Introduction to Media Information and Communication 2	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Information and Communication Technologies 2	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Media Writing Techniques 2	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Legislation and Regulations related to Information	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
UE Méthodologique						
UEM 1.1	Research Methods and Techniques in Information and Communication Sciences 2	3	2	1h30 (Lecture), 1h30 (Tutorial)	45h (Lecture), 45h (Tutorial)	40% CC, 60% Exam
	Data Analysis Software	3	2	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
UE Découverte						
UED 1.1	Contemporary International Issues	1	1	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Introduction to Legal Sciences	1	1	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
UE Transversale						
UET 1.1	Journalistic Translations	1	1	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
	English Language	1	1	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
Total Semester 4	30	16	10h30	13h30	-	360h

Other = Additional work during semester consultation; CA = Continuous Assessment.

semester 5:

Educational Units	Subject Titles	Credits	Coefficients	Weekly Hours	Total Hours (15 weeks)	Assessment Mode
UE Fondamentale						
UEF 1.1	Theories of Organizations	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Theories of Information and Communication 1	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Media Audience Studies	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Communication Strategies	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
UE Méthodologique						
UEM 1.1	Seminar on Methodology 1	3	2	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
	Introduction to the Design of Specialized Scientific Work	3	2	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
UE Découverte						
UED 1.1	Public Communication Campaign	1	1	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Good Governance, Ethics, and Deontology	1	1	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
UE Transversale						
UET 1.1	Entrepreneurship	1	1	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
	English Language	1	1	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
Total Semester 5	30	16	10h30	12h00	-	337h30

Other = Additional work during semester consultation; CA = Continuous Assessment.

Semester 6:

Educational Units	Subject Titles	Credits	Coefficients	Weekly Hours	Total Hours (15 weeks)	Assessment Mode
UE Fondamentale						
UEF 1.1	Organizational Communication	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Theories of Information and Communication 2	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Communication Techniques	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
	Public Relations	5	2	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
UE Méthodologique						
UEM 1.1	Seminar on Methodology 2	3	2	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
	Implementation of a Specialized Scientific Work	3	2	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
UE Découverte						
UED 1.1	Social Issues	1	1	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
	Marketing and Advertising	1	1	1h30 (Lecture)	45h (Lecture)	40% CC, 60% Exam
UE Transversale						
UET 1.1	Strategic Watch and Economic Intelligence	1	1	1h30 (Lecture)	22h30 (Lecture), 45h (Tutorial)	100% Exam
	English Language	1	1	-	1h30 (Tutorial)	22h30 (Tutorial), 45h (Tutorial)
Total Semester 6	30	16	10h30	12h00	-	337h30

Other = Additional work during semester consultation; CA = Continuous Assessment.

Comprehensive Overview of the Training: (The total hourly volume should be mentioned, distributed between lectures and guided work, for each of the six semesters for all types of educational units)*.

	Fundamental	Methodological	Exploratory	Horizontal	Total
Lectures	540	135	270	45	990
Guided Work	540	225	135	180	1080
Applied Work	-	-	-	45	45
Personal Work	-	-	-	-	-
Other Work (To be determined)	1080	540	540	540	2700
Grand Total	2160	900	945	810	4815
Credits	120	36	12	12	180
% of Credits for each Educational Unit	66.66	20	6.67	6.67	100%

II- Hexagonal Educational Organization Card
(Please provide the cards for the six semesters)

SEMESTER : 3ed

Unit Title: Basic Education

Unit 1 Subject: Introduction to information and Communication sciences1

Educational Objectives: The aim is to introduce the history of media (traditional and modern), their origins, and development globally.

Prerequisite Knowledge: Students should have a general understanding of the priorities of media and communication sciences, their study fields, and specializations.

Content of the Unit: 1- General Concepts:

- Communication, media, the distinction between them, similar concepts (advertising, rumor, announcement, promotion), media and communication sciences. 2- Elements of the Communication Process 3- Factors for the Success of the Communication Process 4- Types of Communication 5- Functions of Media and Communication 6- Fields and Specializations for Research in Media and Communication Sciences Worldwide and in Algeria

Some References:

- Edwin Wakin (1981): Introduction to Communication Media, Cairo, Al-Ahram.
- Bouskine Idris (2012): Media and Communication in the World (India and China as Models), Algeria, Dar Huma.
- Dyson, Peter et al. (1998): The Internet, translated by the Arabization and Translation Center, Lebanon, Dar Al-Arabiyya.
- Rassem Mohamed Al-Jamal (1991): Communication and Media in the Arab World, Beirut, Center for Arab Unity Studies.
- Fadil Dilio (2014): History of Media and Communication, Dar Al-Khalidounia, Algeria, 4th edition.
- ALBERT, P., Leteinturier, Ch. (1999): Les médias dans le monde, Paris, ellipses.
- BERTRAND, C-J. (1995): Médias: Introduction a la presse, la radio et la télévision, Paris, Ellipses.
- Heuvel, Jon Vanden and Dennis, Everette E. (1995): Changing Patterns. Latin America's Vital Media, A Report of The Freedom Forum Media Studies Center, Columbia Univ., New York.
- LAMIZET, Bernard: Histoire des médias audiovisuels, Paris, ellipses, 1999.
- VASSEUR, F. (1993): Les Médias du futur, Paris, PUF, 2 Ed..
- WOLFGANG S. Freund (ed.) (1989): La presse écrite au Maghreb: réalités et perspectives, Hamburg, Deutsches Orient- Institut.

"Assessment Method:

50% for Directed Assignments + 50% for the Exam."

Semester: Third

Unit Title: Basic Education Unit 2

Subject: Information and Communication Technology 1

Educational Objectives: The aim is to present the most important components of wired and wireless information and communication technology and its modern practical applications.

Prerequisite Knowledge: General preliminary knowledge about the importance of information and communication technology in general social life and in media work in particular.

Content of the Material: Axis 1: Concepts and Aspects

1. Concept of new information and communication technology
2. Information explosion phenomenon

Axis 2: Remote Communication Technology

1. Wireless communication technology
2. Wired communication technology (cable and fiber optics)

Axis 3: Some Modern Applications

1. Digital communication technology and its networks
2. Electronic computing technology
3. Satellite technology
4. Microphone technology
5. Low-power and high-definition television broadcasting technology
6. Video cassette technology and video disc, teletext, and videotex, videophone
7. Internet, intranet, and extranet technology
8. Mobile phone and email technology
9. Tablet computer technology

Conclusion: Some Development Prospects

Some References:

- Iyad Shakir Al-Bukhari: *Communication Technologies Across Time*, Oman, Dar Al-Shorouk for Publishing, 2003.
- Hassan Imad Mekawi: *Modern Communication Technology in the Information Age*, Cairo, Dar Al-Masriah Al-Lubnaniah, 1997.
- Fadil Deliou: *New Information and Communication Technology (Some Technical Applications)*, Algeria, Dar Homa, 2014.
- Farouk Sayed Hussein: *Cables, Transmission Media, and Fiber Optics*, Beirut, Dar Al-Rateb Al-Jameeah, 1990.
- Mohamed Mohamed Al-Hadi: *Telecommunications Technology and Information Networks*, Cairo, Academy Library, 2001.
- Hadi Tawalbeh and others: *Technology of Visual Media*, Jordan, Dar Wael for Publishing, 2010.
- Daly, Edward A. & Hansell, Kathleen J.: *Visual Telephony*, Artech House, Boston, 1999.
- Goldsmith, Andrea: *Wireless Communications*. Cambridge University Press. 2005.

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

Unit Title: Basic Education Unit 2

Subject: Editorial Techniques in Written Press

Educational Objectives: Present the editorial techniques used in written media.

Prerequisite Knowledge: Students should have a familiarity with the priorities of media sciences, their fields of study, and specializations.

Program:

1. Characteristics of journalistic language (clarity, simplicity, correct language, conciseness, accuracy, non-repetitive structure) and its style (direct, indirect).
2. Criteria for selecting news (news values): immediacy, proximity, importance, etc.
3. Rules of work in written or professional routine journalism.
4. Methods of obtaining news.
5. Theory of journalistic genres.

6. Journalistic genres (classification and types, both news and non-news types): news, headlines, commentary, column, reportage, editorial, interview, report, caricature portrait, etc.
7. Techniques of journalistic writing.

References:

- Ibrahim Imam: Studies in Journalistic Editing.
- Hassani Nasr: Journalistic Editing in the Information Age.
- Osama Abdel Rahim Ali: Arts of Journalistic Writing and Cognitive Processes in Readers.
- Abdul Aziz Sharaf: Technical Methods of Journalistic Editing.
- Jean-Luc Martin-Lagardette, The Guide to Journalistic Writing, Edition La Découverte 2009.
- Marc Lits. From Story to Media Story - Brussels: De Boeck, 2008.
- José De Broucker, Emmanuelle Hirschauer: Information Practice: Fundamentals / Paris: Victoires, 2008.
- JeanFrançois Bège. Writing Manual: Basic Journalistic Techniques / J - Paris: CFPJ, 2007.
- Pascal Famery, Philippe Leroy: Making an Information Newspaper / - New Ed. - Toulouse: Milan, 2007.
- Yves de La Haye: Journalism, User Manual: Ways of Writing News /; preface by Jean-Pierre Esquenazi, Bernard Miège, Robert Escarpit. - Paris: L'Harmattan, 2005
- Brigitte Vital-Durand: The Practice of the Crime Story: User Manual for Police, Justice, Infogenes Sections /.- Paris: CFPJ, 2009
- Yann Le Lay: Writing Knowingly Paperback – 2009
- Yves AGNÈS Journalism Manual Paperback – 2008

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

Unit Title: Basic Education Unit 2

Subject: Economics of Media

Educational Objectives: Understand the specificity of media production and investment in its institutions.

Prerequisite Knowledge: General knowledge about the importance of institutions in media work.

Content:

University of Mohamed Khider Biskra - Academic Communication Bachelor's Degree

1. Theoretical historical introduction to media material and its relationship to the economy.
2. Specificity of media production (intellectual, material, fast consumption).
3. Investments in media institutions (public ownership, private ownership, concentration phenomenon).
4. Organization of media production (technical editing, material in written press, audiovisual, electronic).
5. Production expenses in media institutions: journalists, raw materials, distribution, maintenance.
6. Production revenue: sales, advertising, subscriptions.
7. Intellectual (digital) and media work.
8. Problems of media institutions: political, legal, financial, ethical.

References:

- Tawati Nour al-Din: Written and Audiovisual Journalism in Algeria, Algeria, Dar Al-Khaldounia, 2nd edition, 2009.
- Nadine Toussaint-Desmoulins: The Economics of Media, Paris, PUF, 2008.
- Julien Lecomte: Media & Information, DeBoeck; 2014.
- Coutinet N., Moreau F., Peltier S. (2002), Major groups in cultural industries. Mergers, acquisitions, alliances: strategies from 1980 to 2000, report for the Ministry of Culture.
- Sahar Ali: Project to collect statistical data on film and audiovisual markets in 9 Mediterranean countries. National monographs: 6. ALGERIA ... March 25, 2014. The report is available on the program's website: www.euromedaudiovisuel.net

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

Unit Title: Methodology Unit

Subject: Research Methods and Techniques in Media and Communication 1

Educational Objectives: To familiarize students with the main research methods in general and in media and communication in particular, as well as the important steps in the theoretical construction of specialized scientific research.

Prerequisite Knowledge: Methodological knowledge acquired in the common core semesters (Foundations of Scientific Research and Major Methodological Approaches...).

Content:

1. Some Scientific Research Methods (In General and in Media and Communication in Particular):
 - Historical Method
 - Descriptive Methods: Social Survey, Case Study, Content Analysis, Document Analysis
 - Experimental Method
 - Comparative Method
2. Steps in Theoretical Construction of Scientific Research:
 - Choosing a Research Topic
 - Choosing a Research Title and Its Formulation
 - Identifying the Research Problem
 - Hypotheses, Questions, and Variables
 - Concepts
 - Previous Studies
 - Research Perspective (Theoretical Background)

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

References:

- Ahmed Ben Mersali: *Research Methods in Media and Communication Sciences*, Algeria, Diwan University Publications, 2007.
- Fadil Delio: *Introduction to Research Methodology in Humanities and Social Sciences*, Algeria, Dar Huma, 2014.
- Ghribi Ali (2009): *Alphabet of Methodology in Writing Theses*. Vol.2. Center for Communication Studies for Translation Research. University of Mentouri Constantine.
- Abdel Ilah Ben Mellih and Mohamed Astayto (2005): *Writing Research and Theses – Model Historical Research*. Fes: Inof-Brant Printing.
- Dogan, M., & Pélissy, D. (1990): *How to Compare Nations: Strategies in Comparative Politics*. Chatham: Chatham House.
- George, A. L. (1979): "Case Studies and Theory Development: The Method of Structured, Focused Comparison". In Lauren (Ed.) *Diplomacy: New Approaches in History, Theory, and Policy*. New York: Free Press.
- Sartori, G. (1994): "Compare, Why and How. Comparing, Miscomparing and the Comparative Method" in Dogan and Kazancigil (eds.): *Comparing Nations. Concepts, Strategies, Substance*. Oxford: Blackwell.

Unit Title: Methodology Unit

Subject: Data Presentation and Analysis

Educational Objectives: Understanding the methods of presenting and analyzing both quantitative and qualitative data.

Prerequisite Knowledge: Familiarity with major research methods in general and in media and communication in particular, as well as the essential steps in the theoretical construction of scientific research.

Content: Introduction: Types of Data

1. Methods of Data Presentation (In Writing, in Tables, through Visual Representation)
2. Data Analysis and Interpretation (Concept, Types)
3. Methods of Data Analysis (Social Statistical Methods): Scales and Statistical Coefficients

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

References:

- Fadil Delio: Data Analysis Techniques in Social and Media Sciences, Culture House for Publishing and Distribution, Jordan, 2010.
- Claire Couratier and Christian Miquel (2007): Qualitative Studies: Theory, Applications, Practical Methodology. Paris: L'Harmattan.
- Maurice Angers (1997): Practical Introduction to the Methodology of Human Sciences. Algiers: Casbah.
- Miles, M., & Huberman, A. M. (1994): Qualitative Data Analysis: An Expanded Sourcebook (2nd ed.). Thousand Oaks, CA: Sage.
- Mucchielli, R. (1970): The Questionnaire in Psycho-Social Investigation. Paris: French Social Publishers.

Unit Title: Exploratory Unit

Subject: Social and Cultural Anthropology

Educational Objectives: Empower students with cognitive tools related to the evolution of culture and society, "anthropology," as well as knowledge of classifications, pathways of studying culture, its laws, and the role of anthropology in contemporary societies.

Prerequisite Knowledge: Historical, archaeological, cultural, and social data obtained in previous semesters.

Content:

1. Initial Concepts of Social and Cultural Anthropology
2. Theoretical Traditions in Anthropology
3. Nature of Culture, Its Reality, Its Relationship with Society and the Individual, Cultural Relativity
4. Ethnography of Communication
5. Historical Evolution of Culture in Societies, Dynamics of Social and Cultural Changes.
6. Globalization, Languages, and Identities
7. Major Regional Cultural Spaces
8. Contemporary Anthropological Issues

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

References:

- Orosius, World History, Translation: Abdul Rahman Al-Badawi, Beirut: Arab Foundation for Studies and Publishing, 1982.
- Radwan Boujamaa: Traditional Communication in Algeria, Communication Sociology Research Laboratory, University of Constantine, 2010.
- Marc Augé (1995): For an Anthropology of Contemporary Worlds. Paris: Fayard.
- Pierre Bouvier (1995): Socio-Anthropology of the Contemporary. Paris: Galilée.
- Maurice Godelier (1995): "Social Anthropology and Local History." Paris: EHESS. Unpublished text.
- Jean-Loup Amselle (2005): Connections. Anthropology of the Universality of Cultures. Champs Flammarion, Paris.
- Philippe Descola, Gérard Lenclud, Carlo Severi (1988): Ideas of Anthropology. Colin, Paris.
- Robert Deliége (2006): A History of Anthropology. Schools, Authors, Theories. Seuil.

Unit Title: Exploratory Unit

University of Mohamed Khider Biskra - Academic Communication Bachelor's Degree

Subject: One Elective Course (Choose one of the following: Social Psychology, Introduction to Legal Sciences, Ibn Khaldun's Thought)

Educational Objectives: Understanding the fundamentals of Ibn Khaldun's, social psychology, or legal sciences and recognizing its significant developments.

Prerequisite Knowledge: General knowledge about social thought in its various dimensions.

Content for Each Subject:

1. Social Psychology:

- Initial concepts of social psychology
- Social motivations
- Socialization
- Social interaction
- Group and its dynamics
- Psychological and social attitudes

2. Introduction to Legal Sciences:

- General Theory of Law:
 - Definition of law
 - Scope of legal rules
 - Classification of law
 - Legal sources
- General Theory of Rights:
 - Existence of the concept of right
 - Types of rights
 - Intellectual rights and copyright

3. Ibn Khaldun's Thought:

- Ibn Khaldun's thought in history, politics, society, and economy
- Evaluation of Ibn Khaldun's influence and contribution to various fields
- Contemporary applications of Ibn Khaldun's ideas

Assessment Method: 50% for Directed Assignments + 50% for the Exam.

References:

- G. H. Mead (1934): Mind, Self, and Society. Translated by J. Cazeneuve, Paris: PUF, 1963.

- Gustave Le Bon (1895): *The Crowd: A Study of the Popular Mind*. PUF, 1998.
- Serge Moscovici (1979): *Social Psychology of Active Minorities*. PUF, 1979.
- Wilhelm Reich (1933): *The Mass Psychology of Fascism*. Payot, 1999.
- Gabriel Tarde (1901): *Opinion and the Crowd*. PUF, 1989.
- Serge Tchakhotine (1939): *The Rape of the Masses by Political Propaganda*. Gallimard, 1992.
- Brahim Brahimi (1989): *Power, Press, and Intellectuals in Algeria*. Paris: L'Harmattan.
- Nessrine Ferchiche (2011): *Freedom of the Press in Algerian Legal Order*. Paris: LGDJ.
- Belkacem Mostéfaoui (1998): "Algeria: Media Space in Debate. Conditions for the Practice of Journalism and Reception of National and Foreign Televisions." *Réseaux*, Vol. 16, No. 88-89, p. 161.
- D. Bouadjimi (2005): "From Political Pluralism to Media Pluralism: The Algerian Experience" in the Seminar Notebook: *Democratic Transition in Algeria*. Dar El-Houda. Ain M'lila. December 2005.
- A. Megherbi (1977): *Ibn Khaldun's Sociological Thought*. SNED. Algiers.
- Ibn Khaldun (1961): *The Muqaddimah*. Beirut: Dar al Kitab.
- Ibn Khaldun (1991): *The Way and the Law, or the Master and the Jurist*. Paris: Sindbad.

Semester: Third

Unit Title: Horizontal Teaching Unit

Subject: Foreign Language 3 (English)

Educational Objectives: The aim of this module is to equip the student with the ability to deal with foreign references, reading, summarizing, and employing them.

Prerequisite Knowledge: Basic principles in both French and English languages.

Content - English:

1. **Specialized Texts:**
 - Exploitation of specialized texts related to various technical modules included in the second-year program.
 - Contraction, abstracts, and analysis of specialized texts.
2. **Business Letters:**
 - Techniques of business letters with practical exercises.

3. **Reports and Proceedings:**

- Techniques of reports and proceedings with practical exercises.
- Presentation of reports and proceedings.

4. **Oral and Written Practice:**

- English oral and written practice.

Content - French:

1. **Text Study with Structural Exploitation:**

- Revision and consolidation of basic structures.
- Emphasis on communication competency.

2. **Specialized Texts:**

- Study of specialized texts related to various technical modules included in the third-semester program.
- Structural consolidation based on students' difficulties.

Assessment Method: Marks for practical application.

References:

- Ellis G, Sinclair B. (1999): Learning to Learn English: A Course in Learner Training. Cambridge University Press.
- Walter, Barbara F. (2002): Committing to Peace: The Successful Settlement of Civil Wars. Princeton: Princeton University Press.
- Goemans, H. E. (2000): War and Punishment. Princeton: Princeton University Press.
- Kydd, Andrew. (2005): Trust and Mistrust in International Politics. Princeton: Princeton University Press.
- James, Patrick. (1995): Structural Realism and the Causes of War.
- Bueno de Mesquita, Bruce. (2006): Game Theory, Political Economy, and the Evolving Study of War and Peace.
- Fearon, James D. (1995): Rationalist Explanations for War.
- Encyclopedia of Globalization. Edited by Jan Aart Scholte and Roland Robertson. (2007): New York: Routledge, 4 volumes.

--

SEMESTER : 4th

Semester: Fourth

Unit Title: Basic Teaching Unit 1

Subject: Introduction to Media and Communication Sciences

Educational Objectives: The aim is to introduce the history of media (traditional and modern), its origins, and its evolution in the world.

Prerequisite Knowledge: Students should have a general understanding of the basics of media and communication sciences, their fields of study, and specializations.

Content:

1. **Introduction to Media (Definition, Classifications, Types)**
2. **Media System and its Relationship with Political Power Worldwide:**
 - Concept and types (Authoritarian, Liberal, Socialist, Social Responsibility, Developmental)

References:

1. Hamid Semsam: "Communication Theories." Nancy Library, 2005.
2. Mohamed Abdelhamid: "Media Theories and Impact Trends." Al-Aalam Al-Kutub, 2010.
3. Hassan Mekawi, Leila El-Sayed: "Communication and Contemporary Theories," Dar Al-Masriya Al-Lubnaniya, 8th edition, 2009.
4. Bassam Al-Mashaqba: "Communication Theories," Dar Al-Masira for Printing and Publishing, 2011.
5. Bauer, Martin W. / Bucchi, Massimiano: "Journalism, Science, and Society: Science Communication between News and Public Relations." Routledge, 2007.

Semester: Fourth

Unit Title: Basic Teaching Unit

Subject: Information and Communication Technology 2

Educational Objectives: The aim is to introduce the technical principles of information and communication technology, its classifications, uses, effects, and future challenges.

Prerequisite Knowledge: Builds on the data and information acquired in the third semester, especially in the Information and Communication Technology course.

Content:

1. **Basic Concepts:**
 - Technology, Information and Communication Technology (ICT), Information Technology, New Media, Digital Media.
2. **Technical Principles of ICT:**
 - Encoding, Storage, Transmission, Reception.
3. **Classifications of ICT:**
4. **Uses of New Technologies in Media and Communication:**
 - Concepts, Areas, Statistical Indicators of Usage, Usage in Media Work.
5. **Some Effects and Risks of ICT:**
 - Intellectual Property Rights, Privacy Protection, Digital Divide, Ethical Dimensions of ICT.
6. **Future Perspectives and Challenges of ICT:**
 - In Usage and Impact Areas.

References:

- Ashraf Saleh: "The Fast Track to Information and Communication Sciences and Media in the Arab World." Tunis, Al-Alasco, 1999.
- Hassan Emad Al-Mekawi: "Modern Communication Technology in the Information Age." Cairo, 1993.
- Fadil Deliou: "New Information and Communication Technologies: Concepts, Uses, and Perspectives." Dar Al-Thaqafah for Publishing and Distribution, Jordan, 2010.
- Fadil Deliou: "Contemporary Issues in Information and Communication Technology." Dar Huma, Algeria, 2015.
- Saad Muhammad Al-Hijrisi: "Communications, Information, and Technological Applications." Alexandria, Dar Al-Thaqafah Al-Ilmiyah, 2001.
- Said Al-Gharib Al-Najjar: "Communication, Information, and Technological Applications." Alexandria, Dar Al-Thaqafah Al-Ilmiyah, 2001.
- Sharif Darwish Al-Laban: "Communication Technology." Cairo, Dar Al-Masri, 2000.
- Mahmoud Al-Imam: "Information and Communication Technologies and the Future of Journalism Industry." Cairo, Sahab for Publishing and Distribution, 2005.

- Benoît Grevisse: "Journalistic Writing: Editorial Strategies, Multimedia, and Narrative Journalism." De Boeck, 2008.
- Rosemary Horstmann: "How to Write for Radio: News, Dramas, and Radio Games." Gremese, 2008.

Semester: Fourth

Unit Title: Basic Teaching Unit

Subject: Radio and Television Editing Techniques (Continued)

Objectives:

- Presentation of the editing techniques used in radio and television.

Prerequisites:

- Acquired knowledge from the first semester.

Content:

1. Radio Journalistic Editing:

- Specifics of radio editing (abbreviations, symbols, sentences, numbers, punctuation marks) and characteristics of radio messages.
- Types of journalism in radio.
- Radio news (sources, structure, characteristics, style rules, and editing methods).
- Radio interviews (rules, types, programming).
- Radio reporting (characteristics, types, structure, style).
- Radio documentary script (definition, types, structure).

2. Television Journalistic Editing:

- Writing for television.
- Audiovisual language.
- Types of journalism in television.
- Television news (structure, summary, editing).
- Television interviews (characteristics, types, common mistakes).
- Television reports (characteristics, types, structure, style).
- Television script (definition, types, structure).

Assessment Method:

- 50% for guided assignments.
- 50% for the exam.

Additional References:

- Ibrahim Imam: "Studies in Journalistic Editing."
- Hossni Nasr: "Journalistic Editing in the Information Age."
- Osama Abdel Rahim Ali: "Journalistic Writing Arts and Cognitive Processes in Readers."
- Abdul Aziz Sharaf: "Journalistic Writing Technicalities."
- Jean-Luc Martin-Lagardette: "Guide to Journalistic Writing." La Découverte, 2009.
- Benoît Grevisse: "Journalistic Writing: Editorial Strategies, Multimedia, and Narrative Journalism." De Boeck, 2008.
- Rosemary Horstmann: "How to Write for Radio: News, Dramas, and Radio Games." Gremese, 2008.

Unit Title: Fundamental Teaching Unit**Subject: Media Legislation****Objectives:**

- Acquiring theoretical and practical knowledge about media legislation worldwide and in Algeria.

Prerequisites:

- Knowledge acquired in the third semester on the basics of communication sciences.

Content:

1. **Media Legislation and Ethics of Journalism:**
 - Media law and its relationship with other laws (constitutions, etc.).
 - Ethics of journalism (characteristics, types, national, regional, and international examples, advertising legislation issues - regulation, lack of regulation, self-regulation, accountability).
2. **Media Legislation in Various Media:**
 - Media legislation in print journalism (worldwide and in Algeria).

- Media legislation in radio and television (worldwide and in Algeria).
- Media legislation in electronic media (worldwide and in Algeria).

Assessment Method:

- 50% for guided assignments.
- 50% for the exam.

References:

- Zuhair Ihdadane: "Introduction to Communication Sciences," Diwan of University Publications, Algeria, 2002.
- Ben Bouza Saleh: "Algerian Media Policy: Theoretical Foundations and Practice (1979-1990)," Algerian Journal of Communication, Issue 13, Algeria, 1996.
- Suleiman Saleh: "Journalists' Rights in the Arab World," Cairo University Press, 2004, pp. 77-78.
- Official Gazette of the Algerian Republic: Law No. 82-01 dated February 6, 1982, including the Media Law.
- Official Gazette of the Algerian Republic: Law No. 90-07 dated April 3, 1990, related to the media.
- Official Gazette of the Algerian Republic: Organic Law No. 12-05 dated January 12, 2012, related to the media.
- Brahim Brahimi: "Freedom of Information through the Two Press Codes (1982-1990) in Algeria," Algerian Review of Communication, Institute of Information and Communication, University of Algiers, No. 6 and 7, Spring and Fall 1991, p. 19.
- Mohamed Kirat: "Press Freedom in Algeria before October 1988 - Constraints and Difficulties," Algerian Review of Communication, Institute of Information and Communication, University of Algiers, No. 8, Winter 1992, p. 22.

Semester: Fourth

Unit Title: Methodology Teaching Unit

Subject: Research Methods in Communication Sciences 2

Objectives:

- Serve as a guide for students in colleges and universities to introduce them to the scientific principles to be followed or considered during scientific research.

Prerequisites:

- Acquired knowledge from the first part of the Methodology course in the third semester.

Content:

1. **Field Procedures for Research:**
 - Observation.
 - Data collection tools (documents, observation, interview, questionnaire, tests, and measures).
2. **Presentation of Results.**
3. **Conclusion of Research.**
4. **Drafting the Final Research Report.**

Assessment Method:

- 50% for guided assignments.
- 50% for the exam.

References:

- Ibrahim Abu Lghod and others: "Social Research: Methods and Tools," Center for Basic Education in the Arab World, Souissi Lyan, Morocco.
- Ahmed Ben Marsli: "Research Methods in Communication Sciences," Algeria, Diwan of University Publications, 2007.
- Fadil Deliou: "Introduction to the Methodology of Research in the Humanities and Social Sciences," Algeria, Dar Huma, 2014.
- Ghribi Ali (2009): "ABCs of Methodology in Writing University Theses." Translation Research Laboratory of the University of Mentouri Constantine.

Semester: Fourth**Unit Title: Methodology Teaching Unit****Subject: Data Analysis Software****Objectives:**

- Introduction to the applied field of quantitative and qualitative data analysis through informational software.

Prerequisites:

- Knowledge from the Data Presentation and Analysis course (Semester 3).

Content:

- Introduction to some informational data analysis software (SPSS, Lexico, QDA Miner, NVivo, ATLAS.ti).
- Theoretical application models of these software tools.

Assessment Method:

- Continuous monitoring.
- Practical application assignments.

References:

- Software: SPSS, Lexico, QDA Miner, NVivo, ATLAS.ti.
- Normand Roy, Ph.D. & Roseline Garon: "Comparative Study of Software for Assisting in Qualitative Data Analysis: From Automatic to Manual Approach," 2013.
- Miles, M., & Huberman, A. M. (1994): "Qualitative Data Analysis: An Expanded Sourcebook" (2nd ed.). Thousand Oaks, CA: Sage.

Semester: Fourth

Unit Title: Exploratory Teaching Unit

Subject: Forum on Current National and International Issues

Objective: The forum aims to train students in continuous monitoring of events at the national and international levels through various media: print, audiovisual, or electronic. This includes reading newspapers, listening to radio broadcasts, watching television channels, and following online news. The goal is to provide students with a clear understanding of the key functions of major public institutions at both the national and international levels. This is achieved by encouraging them to engage in presentations and discussions on major global issues covered by various media outlets. The objective is to

instill in students the habit of reading, listening, and solidify this behavior, prompting them to think critically about these issues and develop personal opinions.

Prerequisites: General knowledge of communication and media sciences.

Content:

1. Current Affairs:

- Weekly monitoring of local, regional, and international events.
- Discussion and presentation of key issues.

2. General Issues:

- Continental and international blocs.
- Regional and international conflicts.
- Major international institutions (United Nations, World Bank, International Monetary Fund, UNESCO, European Union, etc.).
- Non-governmental organizations.
- Cultural and sports events.
- Migration, displacement, and minorities.
- Employment and labor market.
- Ecological issues, environmental protection, and sustainable development.
- Geopolitical and geo-economic challenges.
- Knowledge society.
- Algerian media landscape.
- Social media networks and citizen journalism.
- Political changes in the Arab world (Arab Spring).

Assessment Method: 50% for guided assignments + 50% for the exam.

References:

- Yves Lacoste: "Géopolitique, la longue histoire d'aujourd'hui," Larousse, Paris, 2006.
- Tanguy de Xilde, Michel Liégeois: "Deux poids, deux mesures? l'ONU et le conflit israélo-arabe: une approche quantitative," Presse universitaire de Louvain, 2006.
- Aymeric Chauprade: "Géopolitique, constantes et changements dans l'histoire," Ellipse, Paris, 2003.
- Dominique Foray: "L'Economie de la connaissance," La découverte, Repères n° 302, Paris, 2001.
- Manuel Castells: "La Société en réseaux," L'Ère de l'information, tome i, Paris, Fayard, 1998.

- Alain Mattelart: "Histoire de la société de l'information," Paris, La Découverte, « Repères », 2001.
- René Remond: "Introduction à l'histoire de notre temps, Tome 3: Le XXème siècle de 1914 à nos jours," Paris, Seuil, collection Points Histoire.
- François Berger, Gérard Ferragu: "Le XX° siècle 1914-2001," Paris, Hachette supérieur.
- Hervé Béra, Yves Lamy: "Sociologie de la culture," Coll. Cursus, Armand Colin, 2003.
- Djilali Bouadjimi: "La société de l'information et son impact sur les pays en développement," Alger, December 2009.
- Serge Moscovici: "Psychologie des minorités actives," PUF, 1979.

Semester: Fourth

Unit Title: Exploratory Teaching Unit

Subject: Elective (Choose one of the following)

1. Social Psychology
2. Introduction to Legal Sciences
3. Ibn Khaldun's Thought

Learning Objectives:

- Understand the principles of Ibn Khaldun's, social psychology, or legal thought and grasp the significant developments that characterized each.

Prerequisite Knowledge:

- General knowledge about social thought in its various dimensions.

Content:

1. Social Psychology:

1. **Concepts in Social Psychology**
2. **Social Motivations**
3. **Social Upbringing**
4. **Social Interaction**
5. **Community and its Dynamics**
6. **Psychological and Social Attitudes**

2. Introduction to Legal Sciences:

1. General Theory of Law:

- Definition of law, scope of legal rules, classification of law, sources of law.

2. General Theory of Rights:

- Existence of the idea of rights, types of rights, intellectual rights, copyright.

3. Ibn Khaldun's Thought:

- Ibn Khaldun's thought in history, politics, society, and economy.

Assessment Method:

Directed assignments 50% + Exam 50%.

References:

1. **G. H. MEAD**, "Mind, Self, and Society" (1934), translated by Cazeneuve J., Paris, PUF, 1963.
2. **Gustave Le Bon**, "The Crowd: A Study of the Popular Mind," PUF, 1998 (first edition 1895).
3. **Serge Moscovici**, "Psychology of Minority Influence," PUF, 1979.
4. **Serge Moscovici**, "Social Psychology," PUF, 7th updated edition, 1998.
5. **Wilhelm Reich**, "The Mass Psychology of Fascism," 1933, Payot, 1999.
6. **Gabriel Tarde**, "Opinion and the Crowd," PUF, 1989 (first edition 1901).
7. **Serge Tchakhotine**, "The Rape of the Masses: The Psychology of Totalitarian Political Propaganda," 1939, Gallimard, 1992.
8. **Brahimi Brahim**, 1989, "Power, Press, and Intellectuals in Algeria," Paris, L'Harmattan.
9. **Ferliche Nessrine**, 2011, "Freedom of the Written Press in the Algerian Legal Order," Paris, LGDJ.
10. **Mostéfaoui Belkacem**, 1998, "Algeria: Media Space in Debate. Conditions of Journalism Practice and Reception of National and Foreign Televisions," Réseaux, vol. 16, n° 88-89, p. 161.
11. **BOUADJIMI D.**, "From Political Pluralism to Media Pluralism: The Algerian Experience" in Seminar Papers: Democratic Transition in Algeria. Ed. Dar-El-Houda. Ain Mlila. December 2005.
12. **A. Megherbi**, "The Sociological Thought of Ibn Khaldun," SNED. Algiers. 1977.
13. **Ibn Khaldun**, "The Muqaddimah," Beirut, dar al kitab, 1961.
14. **Ibn Khaldun**, "The Way and the Law, or the Master and the Jurist," Paris, Sindbad, 1991.
15. **Labica, G.**, "Politics and Religion in Ibn Khaldun," Algiers, SNED, 1968.
16. **Nassif, N.**, "The Realistic Thought of Ibn Khaldun," Paris, PUF, 1967.

Semester: Fourth

Unit Title: Horizontal Teaching Unit

Subject: Foreign Language 4

Learning Objectives:

- Enable students to effectively deal with foreign references through reading, summarizing, and employing specialized texts.
 - **Objective of the Module:**
 - Develop practical proficiency in using the English language for self-information and as a means of expression.
 - **Module Objective:**
 - Integrated development of all French language skills in students.

Prerequisite Knowledge:

- Basic principles in both French and English languages.

Content:

English Module Content:

- Exploitation of specialized texts related to different technical modules included in the third-year program.
 - Summarization, abstracts, and analysis of specialized texts.
 - Business letters: techniques with practical exercises.
 - Reports and proceedings: techniques with practical exercises.
 - Presentation of reports and proceedings.
 - English oral and written practice.

French Module Content:

- Study of texts with structural exploitation.
- Revision and consolidation of basic structures.
- Emphasis on communication competence.

- Study of specialized texts related to various technical modules included in the fourth-semester program.
- Structural consolidation based on students' difficulties.
- Paragraph and essay: techniques with practical exercises.

Assessment Method:

Continuous monitoring + Exam.

References:

1. **Ellis G, and Sinclair B.** "Learning to Learn English: A Course in Learner Training" (1999). Cambridge University Press.
2. **Kydd, Andrew.** (2005). "Trust and Mistrust in International Politics." Princeton: Princeton University Press.
3. **Bueno de Mesquita, Bruce.** (2006). "Game Theory, Political Economy, and the Evolving Study of War and Peace."
4. **Encyclopedia of Globalization.** Edited by Jan Aart Scholte and Roland Robertson. (2007). New York: Routledge.

SEMESTER : 5th

Unit Title: Basic Teaching Unit

Subject: Organizational Theories

Credits: 5

Coefficient: 3

Learning Objectives:

Achieve practical and theoretical goals that strengthen the learner's understanding of organization, summarized as follows:

1. Human factor as an actor and subject in the organization.

2. Organizations as samples to examine the society's development in organizational, economic, and administrative aspects.
3. Organizations as an indicator and expression of the cultural dimensions of society, embodying the organizational cultural identity of any society.
4. Power relations and decision-making within the organization.
5. Leadership and administrative rationalization.
6. Leadership and communication.

Prerequisite Knowledge:

Students should have general knowledge of communication sciences, their fields of study, and specializations.

Content:

1. First Axis: Administrative Organizations

- Topic: Local organizations - Municipalities as a model.
- Topic: Central organizations - Ministry - Government as a model.
- Topic: International organizations - United Nations as a model.

2. Second Axis: Economic Organizations

- Topic: Industrial organization - Industrial enterprise as a model.
- Topic: Service organization - Service institutions as a model.
- Topic: Transcontinental international organizations - Multinational companies.

3. Third Axis: Political Organizations

- Topic: Political parties as a model.
- Topic: Pressure groups as a model.
- Topic: Non-governmental organizations (NGOs) as a model.

References:

1. **Hashem Zaki Mahmoud:** "Organization and Methods," Kuwait, University Publications, 1984.
2. **Edgar Schein:** "Psychology and Organization," Human and Technical Edition, Paris, 1971.

3. **Alex Mucchielli:** "Systemic and Communication Approach to Organizations," Armand Colin Publisher, Paris, France, 1999.
4. **Iossato Bruno:** "Critical Introduction to Organizational Theories," Dunod, Paris, France, 1983.
5. **Liu Michelle:** "Socio-technical Approach to Organization," Organizations Edition, Paris, 1983.

Assessment Method:

50% Directed assignments + 50% Exam.

Semester: Fifth

Unit Title: Basic Teaching Unit

Subject: Media and Communication Theories 1

Credits: 5

Coefficient: 3

Learning Objectives:

To provide students with various divisions of communication theories, from their origins to the present, contributing to the theoretical formation of students in media and communication sciences.

Prerequisite Knowledge:

Initial general knowledge about media and communication sciences (their fields of study and specializations).

Content (Distributed over semesters 5 and 6):

1. Initial Concepts: Concept of theory (tradition, perspective, approach, school) and the concept of communication theory.
2. Historical Evolution of Communication Theories: Review of classifications, approaches, or the most important theoretical traditions.
3. Detailed Review of Theories: Strong and direct impact, selective impact, limited impact theories, and long-range impact theories.

References:

1. **Armand et Michèle Mattelart:** "History of Communication Theories," Collection "References," La Découverte, 2004.
2. **Watzlawick Paul:** "A Logic of Communication," Editions du Seuil, 1980.
3. **Yves Winkin et al.:** "La Nouvelle Communication," Editions Points, 2000.
4. **Paul Attalah:** "Theories of Communication," Publications Universities du Quebec, 1991.
5. **Jamal Ben Zroug:** "Media and Communication Theories. Historical and Critical Approach," Algeria, 2015.

Assessment Method:

50% Directed assignments + 50% Exam.

Semester: Fifth**Unit Title: Basic Teaching Unit****Subject: Media Audience Studies****Credits: 5****Coefficient: 3****Learning Objectives:**

Enable students to understand the types of media audiences and study techniques, preparing them for specialization in the second and third cycles. Enable appropriate choice based on their abilities and interests.

Prerequisite Knowledge:

Knowledge acquired in the first and second years, especially related to elements of the communication process and communication models.

Content:

1. **Concept of Media Audiences and its Historical Development:**
 - o Audiences of readers, listeners, and viewers.

- Users of new media.
- 2. **Quantitative Concept of the Audience:**
 - Characteristics of the structural form of the audience.
 - Sociological, demographic, and social characteristics.
- 3. **Theories of Audience Formation.**
- 4. **Quantitative and Qualitative Approaches in Audience Studies.**
- 5. **Modern Theoretical and Methodological Approaches in Audience Studies:**
 - Impact Model, Reception Model, Post-Modern Model.

References:

- **Ali Qasaisiya:** "Media Audiences and Their Users," Dar El Warasam, Algeria, 2012.
- **Ali Qasaisiya in:** "The Medium in University Studies," Vol. 11, Dar Huma, 2006.
- **Mohamed Abdel Hamid:** "Audience Studies in Media Research," Cairo, 1993.
- **Morely D.:** "Rethinking the Media Audience," Sage Publications, London, 1999.
- **Gustave Le Bon:** "Psychology of Crowds," PUF, 1998 (1st ed. 1895).
- **Pierre Zémor:** "Public Communication 4th ed.," Paris: PUF, 2008.

Assessment Method:

50% Directed assignments + 50% Exam.

Semester: Fifth

Unit Title: Basic Teaching Unit 2

Subject: Communication Strategies

Credits: 5

Coefficient: 3

Learning Objectives:

- Define communication strategy.
- Train students in creating communication plans.
- Understand the importance of strategic construction in the field of communication.

Prerequisite Knowledge:

General knowledge about the importance of communication in contemporary life, especially in institutions.

Content:

This course covers the following main topics:

- Concept of Strategy.
- Concept of Communication Strategy.
- Types of Communication Strategies.
- Stages of Developing Communication Strategy:
 - Defining objectives.
 - Identifying the target audience.
 - Crafting the message.
 - Choosing the means.
 - Setting the schedule.
 - Budgeting.
- Preparation of the Communication Plan.

References:

1. **Fanelli, N.T:** "Communication, a Strategy at the Service of the Company," Economica Edition, Paris.
2. **T. Libaert, M.H. Westphalen:** "Communicator, All Corporate Communication," Dunod Edition, Paris, 2012.
3. **Alex Mucchielli:** "Systemic and Communication Approach to Organizations," Armand Colin Publisher, Paris, France, 1999.
4. **Jamal Ben Zroug:** "Communication Strategies and Plans," Algeria, 2015.

Assessment Method:

50% Directed assignments + 50% Exam.

Semester: Fifth

Unit Title: Methodology Teaching Unit 1

Subject: Methodology Forum 1

Credits: 3

Coefficient: 2

Learning Objectives:

Cognitive and critical accompaniment of students in completing their dissertations: from executing the most important steps of theoretical construction and methodological procedures to the final editing of the dissertation.

Prerequisite Knowledge:

Methodological knowledge acquired in previous semesters, especially related to the steps of scientific research.

Content:

- Review of the major methodological (theoretical and procedural) challenges that students usually face in completing their dissertations.
- Discussion of practical methodologies for completion.

References:

- **Ahmed Ben Mersali:** "Research Methods in Media and Communication Sciences," Algeria, Diwan University Press, 2007.
- **Fadhil Daliou:** "Introduction to Research Methodology in Humanities and Social Sciences," Algeria, Dar Huma, 2014.
- **Gharbi Ali:** "ABCs of Methodology in Writing University Theses," Algeria, Casbah, 2009.
- **Abdul-Ilah Ben Mleeh and Mohamed Asteto:** "Writing Research and University Theses - History Research as a Model," Fes: Info-Print, 2005.
- **Claire Couratier and Christian Miquel:** "Qualitative Studies: Theory, Applications, Practical Methodology," Paris: L'Harmattan.

Assessment Method:

Directed assignments.

Semester: Fifth

Unit Title: Methodology Teaching Unit 2

Subject: Training on Completing a Thesis or Field Internship

Credits: 3

Coefficient: 2

Learning Objectives:

Application of theoretical and procedural methodological knowledge through training on completing a specialized fieldwork.

Prerequisite Knowledge:

Knowledge acquired in previous methodological subjects (Research Methods, Methodology Forum).

Content:

Personal Work.

References:

Methodological references mentioned above, in addition to direct supervision by the professor.

Assessment Method:

Exam grade (discussion of the thesis or report on the field internship).

Semester: Fifth

Unit Title: Exploratory Teaching Unit

Subject: Public Communication Campaigns

Credits: 2

Coefficient: 2

Learning Objectives:

Enable students to understand the challenges of public communication and study various models of public communication campaigns, focusing on messages, forms, and tools.

Prerequisite Knowledge:

Priorities of media and communication sciences and their various fields of study and specialties.

Content:

- Conceptual understanding of public campaigns.
- Levels of public communication (local, national, international).
- Principles and foundations of public communication campaigns.
- Execution of campaigns (campaign techniques, objectives, strategies).
- Stages of building a public communication campaign.

References:

- **Gustave Le Bon:** "Psychology of Crowds," PUF, 1998 (1st ed. 1895).
- **Marc-François Bernier et al.:** "Innovative Practices in Public Communication: Journalism, Public Relations, and Advertising," Laval (Canada): Les Presses de l'Université Laval, 2005.
- **Bruno Cohen-Bacrie:** "Handbook of Territorial Communication: 66 Detailed Sheets to Understand Everything about Territorial Communication," Hericy: Puits fleuri, 2009.
- **Jacques Gerstlé:** "Political Communication 2nd ed.," Paris: A. Colin, 2008.
- **Marianne Messager:** "Public Communication in Practice," Paris: Editions d'Organization, 1994.
- **Myriam Lemaire, Pierre Zémor et al.:** "Public Communication in Practices," Paris: La Documentation française, 2008.
- **Caroline Ollivier-Yaniv:** "The Communicating State," Paris: PUF, 2001.
- **Pierre Zémor:** "Challenging Governance, Including Communication. Better Involving Citizens?" Paris: L'Harmattan, 2007.
- **Pierre Zémor:** "Public Communication 4th ed.," Paris: PUF, 2008.

Assessment Method:

50% Directed assignments + 50% Exam.

Semester: Fifth

Unit Title: Exploratory Teaching Unit

Subject: Enlightened Governance and Professional Ethics

Credits: 1

Coefficient: 1

Learning Objectives:

Understanding the aspects and mechanisms of political, economic, and ethical corruption and their negative repercussions on society.

Prerequisite Knowledge:

General culture about political, social, economic, and ethical thought.

Content:

1. Conceptual introduction to enlightened governance.
2. Initial signs of enlightened governance.
3. Enlightened governance and traditional governance.
4. Contemporary models of enlightened governance.
5. Characteristics and aspects of enlightened governance.
6. Fundamentals of the transition to enlightened governance.
7. Governance and mass communication tools.
8. Cognitive economics and the challenges of enlightened governance.
9. Ethical considerations of enlightened governance in the profession.
10. The role of enlightened governance in social development and change.
11. Enlightened governance and the prerequisites of development in the third world.

References:

- **Serge Tchakhotine:** "The Rape of the Masses by Political Propaganda," 1939, Gallimard 1992.
- **Brahimi Brahim:** "Power, Press, and Intellectuals in Algeria," Paris, L'Harmattan, 1989.
- **Ferliche Nessrine:** "Freedom of the Press in the Algerian Legal System," Paris, LGDJ, 2011.

- **Mostéfaoui Belkacem:** "Algeria: Media Space in Debate. Conditions for the Practice of Journalism and Reception of National and Foreign Televisions," *Réseaux*, vol. 16, no. 88-89, p. 161, 1998.
- **BOUADJIMI D.:** "From Political Pluralism to Media Pluralism: The Algerian Experience," in the seminar notebook: democratic transition in Algeria. Ed. Dar-El-Houda. Ain Mlila. December 2005.

Assessment Method:

Exam grade.

Semester: Fifth

Unit Title: Horizontal Teaching Unit

Subject: Foreign Language 5

Credits: 1

Coefficient: 1

Learning Objectives:

This module aims to provide students with the ability to deal with foreign references in reading, summarizing, and applying.

Prerequisite Knowledge:

Basic principles in both French and English languages.

Content:

English Content:

- Exploitation of specialized texts related to different technical modules included in the second-year program.
- Contraction, abstracts, and analysis of specialized texts.
- Business letters: techniques with practical exercises.
- Reports and proceedings: techniques with practical exercises.
- The presentation of reports and proceedings.

- English oral and written practice.

French Content:

- Text study with structural exploitation.
- Revision and consolidation of basic structures.
- Emphasis on communication competence.
- Study of specialized texts related to different technical modules included in the third-semester program.
- Structural consolidation based on students' difficulties.

References:

- **G. Ellis and B. Sinclair:** "Learning to Learn English: A Course in Learner Training" (1999). Cambridge University Press.
- **Walter Barbara F.:** "Committing to Peace: The Successful Settlement of Civil Wars" (2002). Princeton: Princeton University Press.
- **Andrew Kydd:** "Trust and Mistrust in International Politics" (2005). Princeton: Princeton University Press.
- **Patrick James:** "Structural Realism and the Causes of War" (1995).
- **Bruce Bueno de Mesquita:** "Game Theory, Political Economy, and the Evolving Study of War and Peace" (2006).
- **James D. Fearon:** "Rationalist Explanations for War" (1995).
- **Encyclopedia of Globalization:** Edited by Jan Aart Scholte and Roland Robertson. New York: Routledge, 2007. 4 volumes.

Assessment Method:

Directed assignments.

SEMESTER : 6th

Semester: Sixth

Unit Title: Basic Teaching Unit

Subject: Organizational Communication

Credits: 5

Coefficient: 3

Learning Objectives:

- Highlight the importance of communication within organizations.
- Explain networks and communication patterns within organizations.
- Identify obstacles that may hinder the effectiveness of communication within organizations.
- List the means used in organizational communication.

Prerequisite Knowledge:

Students should have a general understanding of organizational theories and the priorities of communication sciences, including their fields of study and specializations.

Content:

1. Concept of organizational communication: Various definitions.
2. Functions of organizational communication.
3. Organizational communication structure: Formal organizational communication, informal organizational communication.
4. Obstacles to organizational communication: Organizational, social and cultural obstacles, psychological and cognitive obstacles.
5. Means of organizational communication.

References:

1. T. Libaert, M. H. Westphalen: "Communicator, toute la communication d'entreprise," Edition Dunod Paris 2012.
2. Annie Bartoli: "Communication et organisation, pour une politique générale cohérente," Édition Organisation, Paris.
3. Fanelly, N. T: "La communication, une stratégie au service de l'entreprise," Édition Économica, Paris.
4. Jamel Ben Zroug: "Al-Ittisal Dakhil At-Tanzeemat, Al-Mafhoom Wal Anwa' (Organizational Communication: Concepts and Types)," Algeria 2015.

Assessment Method:

Directed assignments 50% + Exam 50%.

Semester: Sixth

Unit Title: Basic Teaching Unit

Subject: Media and Communication Theories 2

Credits: 5

Coefficient: 3

Learning Objectives:

The aim is to provide students with various divisions of communication theories, from their origins to the present. The goal is to contribute to the theoretical training of students in media and communication sciences, fostering critical thinking about communication theory and building theoretical knowledge about communication theories.

Prerequisite Knowledge:

Basic general knowledge about media and communication sciences (their fields of study and specializations).

Content:

1. Preliminary concepts: Concept of theory (tradition, perspective, approach, school) and the concept of communication theory.
2. Historical evolution of communication theories: Overview of classifications, approaches, or major theoretical traditions.
3. Detailed review of theories: Strong and direct influence, selective influence, limited-range impact theories, long-range impact theories.

References:

- **Armand et Michèle Mattelart:** "Histoire des théories de la communication," coll. "Repères," La Découverte, 2004.

- **Watzlawick Paul:** "Une logique de la communication," Editions du Seuil, 1980.
- **Yves Winkin et autres:** "La nouvelle communication," Editions Points, 2000.
- **Paul Attalah:** "Théories de la communication," Publications universitaires du Quebec, 1991.
- **Jamel Ben Zroug:** "Nazariat Al-I'lam Wal-Ittisal. Maqariba Tareekhiyya wa Naqdiyya" (Media and Communication Theories: Historical and Critical Approach), Algeria 2015.

Assessment Method:

Directed assignments 50% + Exam 50%.

Semester: Sixth

Unit Title: Basic Teaching Unit

Subject: Communication Techniques

Credits: 5

Coefficient: 3

Learning Objectives:

This course offers a set of techniques through which students can effectively communicate within and outside organizations. It covers various methods and approaches for communication.

Prerequisite Knowledge:

Knowledge acquired in Semesters 3 and 4.

Content:

- **Written Communication Techniques:**
 - Presentation of the case.
 - Report writing.
 - Instruction writing.
 - Corrective instruction.
 - News writing.
- **Oral Communication Techniques:**
 - Idea brainstorming.

- Role-playing.
- Conversation style.
- Meeting management.
- **Audiovisual Communication Techniques:**
 - Report preparation.
 - Portrait creation.
 - Investigation.

References:

1. Alex Mucchielli: "Approche systémique et communicationnelle des organisations," Armand Colin éditeur, Paris, France 1999.
2. Alex Mucchielli: "Théorie systémique de la communication. Principes et applications," Collection U. Sciences de la communication, Armand Colin éditeur, Paris, France 1999.
3. T. Libaert, M. H. Westphalen: "Communicator, toute la communication d'entreprise," Éd. Dunod Paris 2012.
4. Jamel Ben Zroug: "Techniques Al-Ittisal (Communication Techniques)," Algeria 2015.

Assessment Method:

Directed assignments 50% + Exam 50%.

Semester: Sixth

Unit Title: Basic Teaching Unit

Subject: Public Relations

Credits: 5

Coefficient: 3

Learning Objectives:

Enable students to understand the importance of public relations as a theoretical and applied communication field. The future of an institution is often tied to improving its image, which constitutes symbolic capital, a source of wealth and prosperity beyond other activating resources.

Prerequisite Knowledge:

Knowledge acquired in the fifth semester regarding the basics of audience communication.

Content:

1. **Concept of Public Relations and Similar Concepts:**
 - Human relations, advertising, publicity, promotion.
2. **Origin and Evolution of Public Relations and Their Factors:**
3. **Importance, Objectives, and Functions of Public Relations:**
4. **Areas of Public Relations Work:**
 - Scientific research (audience studies, attitude measurement).
 - Planning.
 - Evaluation.
 - Relations with the press.
5. **Communication Techniques in Public Relations:**
 - Direct communication.
 - Printed media.
 - Audiovisual media.

References:

- Thamer Al-Bukri: "Al-Ittisalat At-Taswiyiqiyya Wal-Tarwiq (Marketing Communications and Promotion)," Oman: Dar Al-Hamid, 2009.
- Lionel Chouchan and Jean-François Flahault: "Les Relations publiques," Collection "Que sais-je?," PUF, 2005.
- James E. Grunig, Todd Hunt: "Managing Public Relations," 6th ed., Orlando, FL: Harcourt Brace Jovanovich, 1984.

Assessment Method:

Directed assignments 50% + Exam 50%.

Semester: Sixth

Unit Title: Methodology Teaching Unit

University of Mohamed Khider Biskra - Academic Communication Bachelor's Degree

Subject: Methodology Forum 2

Credits: 3

Coefficient: 2

Learning Objectives:

Cognitive and critical accompaniment of students in completing their dissertations: executing the most important steps of theoretical construction and methodological procedures, leading to the final editing of the dissertation.

Prerequisite Knowledge:

Methodological knowledge acquired in previous semesters related to the steps of scientific research.

Content:

Review of the main methodological (theoretical and procedural) issues usually encountered by students in completing their dissertations. Discussion of practical procedures for completing them. The content may be adapted, both summarily and in detail, to the immediate needs of students, which they are asked to express both collectively and gradually.

References:

- Ahmed Ben Merseli: "Manahij Al-Buhuth Al-Ilmiya fi Ulum Al-Ilm Wal-Ittisal (Research Methodologies in the Science of Information and Communication)," Algeria: Diwan Al-Matbouat, 2007.
- Fadhil Delio: "Madkhal ila Manahij Al-Buhuth fi Al-Ulum Al-Insaniya Wal-Ijtima'iya (Introduction to Research Methodologies in Human and Social Sciences)," Algeria: Dar Huma, 2014.
- Ali Gharbi (2009): "Ajbadiyat Al-Manahijia fi Kitabat Ar-Rasail Al-Jamiya." 2nd ed. Khubz: DeBoeck University.
- Abdelilah Ben Mlih and Mohamed Astaytu (2005): "Kitabat Al-Buhuth Wal-Atariq Al-Jamiya – Buhuth At-Tarikh Anmudhajan." Fes: Matba'at Info-Print.

Assessment Method:

Directed assignments.

Semester: Sixth

Unit Title: Methodology Teaching Unit

Subject: Graduation Thesis or Field Internship Report

Credits: 3

Coefficient: 2

Learning Objectives:

Application of theoretical and procedural methodological knowledge through the completion of a graduation thesis or a field internship report.

Prerequisite Knowledge:

Knowledge acquired in previous methodological subjects (Curricula and Research Techniques and Methodology Forum).

Content:

Individual work.

References:

Methodological references mentioned earlier, in addition to direct supervision by the professor.

Assessment Method:

Exam grade (thesis or field internship report defense).

Semester: Sixth

Unit Title: Exploratory Teaching Unit

Subject: Marketing and Advertising

Credits: 2

Coefficient: 2

Learning Objectives:

Understanding the concepts, elements, and strategies of marketing and advertising to enable students to deal with them as professionals and as an audience.

Prerequisite Knowledge:

Priorities of the science of information and communication and knowledge related to audience studies and public communication campaigns acquired in the fifth semester.

Content:

Axis One: Marketing

1. **Concept of Marketing.**
2. **Marketing Mix:**
 - Product.
 - Price.
 - Distribution.
 - Promotion, including advertising, public relations, sales promotion, sales promotion enhancement.
3. **Market Study:**
 - Positioning.
 - Segmentation.
 - Matrix (SWOT).
 - Consumer study.

Axis Two: Advertising

Introduction: Definition of advertising and related terms (advertisement, publicity, sales promotion, etc.) and its new forms (sponsorship, support, funding).

1. **Advertising Design Strategies:**
 - Creative Document.
 - Strategic Document.
 - Star Strategy.
 - Rupture Strategy.
2. **Advertising and Media Plan:**

- Designing advertising in various media: print, audiovisual, electronic.

3. **Measuring Advertising Effectiveness.**

References:

1. Bernard Mouffe: "Le droit de la publicité," Editions Bruylant, 2009.
2. Daniel Caumont: "La publicité," Collection "Les topos," Editions Dunod, 2008.
3. J. Lendrevie, J. Lévy, D. Lindon: "Mercator, théorie et pratique du marketing," Ed. Dalloz, 7th edition.
4. Jacques Lendrevie et Arnaud de Baynast: "Publicitor," Editions Dunod, 2008.
5. Ken Burtenshaw, Nik Mahon et Caroline Barfoot: "Les fondamentaux de la publicité," Editions Pyramid, 2009.
6. "Marketing management – Kotler; Dubois – Ed Pearson Education – 11th edition."
7. Lawrence Zeegen: "Les fondamentaux de l'illustration," Editions Pyramid, 2009.
8. Pierre Greffe et François Greffe: "La publicité et la loi," Editions Litec, 2004.
9. Philippe Kotler: "Marketing – Management 14ème Edition," 2013.
10. P-L. Dubois, A. Jolibert: "Le marketing: fondements et pratiques," Ed. Economica, 3rd edition.

Assessment Method:

Directed assignments 50% + Exam 50%.

Semester: Sixth

Unit Title: Exploratory Teaching Unit

Subject: Social Issues

Learning Objectives:

Understanding the most important social problems and their local and global implications, as well as ways to avoid them.

Content:

First: Social Issues: A Conceptual Introduction

Second: Research Methods in Studying Social Issues

- Historical method.
- Sociological method.
- Psychological method.
- Media treatment method.

Third: Models of Social Issues

- Problem classification (by type, source).
- Models of social problems: crime, drug and alcohol addiction, sexual deviation, family problems, hunger, poverty.

References:

- Ali Eid Ragheb: "Mushkilat Ijtima'iyah Mu'asira," Delta Group Publishing and Distribution, Kuwait, 1994.
- Mustafa Al-Qayr: "Al-Mushkilat Al-Ijtima'iyah – Tahdid I'tar 'Am," National Development Institute, Libya, 1979.
- Ahmed Salim Al-Ahmad: "Tahlil Ijtima'i Li-Mushkilat Ash-Shabab Fi Mujtama' Mutaghayyir," Arab Thought, January/February 1981.

Assessment Method:

Exam grade.

Semester: Sixth

Unit Title: Horizontal Teaching Unit

Subject: Foreign Language 6

Credits: 1

Coefficient: 1

Learning Objectives:

This module aims to equip the student with the ability to deal with foreign references, reading, summarizing, and employing specialized texts.

Prerequisite Knowledge:

Basic principles in both French and English languages.

Content:

English Module Content:

Exploitation of Specialized Texts:

- Contraction, abstracts, and analysis of specialized texts.
- Business letters: Techniques with practical exercises.
- Reports and proceedings: Techniques with practical exercises.
- The presentation of the report – the proceeding.
- English oral and written practice.

French Module Content:

Content:

- Study of texts with structural exploitation.
- Review and consolidation of basic structures.
- Emphasis on communication competence.
- Study of specialized texts related to different technical modules included in the third-year program.
- Structural consolidation based on students' difficulties.
- The paragraph and the essay: Techniques with practical exercises.

References:

1. Ellis G, and Sinclair B. "Learning to Learn English: A Course in Learner Training" (1999). Cambridge University Press.
2. Kydd, Andrew. (2005). "Trust and Mistrust in International Politics." Princeton: Princeton University Press.

3. Bueno de Mesquita, Bruce. (2006). "Game Theory, Political Economy, and the Evolving Study of War and Peace."
4. "Encyclopedia of Globalization." Edited by Jan Aart Scholte and Roland Robertson. New York: Routledge, 2007. (4 volumes).

Assessment Method: Continuous monitoring 100%