

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

MINISTRY OF HIGHER EDUCATION

AND SCIENTIFIC RESEARCH

EDUCATIONAL OFFER L.M.D.

ACADEMIC AUDIOVISUAL MASTER'S 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	Audiovisual

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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@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 4 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 120.

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 : 1st

Educational Unit	Semester Hour Volume	Weekly Schedule				Coefficient	Grades	Assessment Type	
		16-14 weeks	Lecture	Directed Tasks	Practical Work			Other Tasks	Continuous
Primary Education Units	180	06 S	06			09	20		
Subject 1: History of Audiovisual in Algeria	45	1.30	1.30			03	05	Continuous	Exam
Subject 2: Editing for Radio and Television	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: General Semiotics	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Legislation and Ethics of Audiovisual	45	1.30	1.30			02	05	Continuous	Exam
Methodological Teaching Units	90	3.00	3.00			04	07		
Subject 1: Basic Approaches in Media Research	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Documentary Research	45	1.30	1.30			02	03	Continuous	Exam
Exploratory Teaching Units	45	3.00				02	02		
Subject 1: Cultural History of Algeria	22.30	1.30				01	01		Exam
Subject 2: Public Service in Radio and Television						01			Exam
Subject 3: Cultural Industries	22.30	1.30				01	01		
Horizontal Teaching Unit	22.30		1.30			01	01		
Subject 1: Foreign Language	22.30		1.30			09	01	Continuous	
Total Semester 1	337.30	12.00	10.30			16	30		

SEMESTER : 2nd

Educational Unit	Semester Hour Volume	Weekly Schedule				Coefficient	Grades	Assessment Type	
		16-14 weeks	Lecture	Directed Tasks	Practical Work			Other Tasks	Continuous
Primary Education Units	180	06 S	06			09	20		
Subject 1: Semiotics of Image	45	1.30	1.30			03	05	Continuous	Exam
Subject 2: Radio and Television Programming	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: Radio and Television Audience	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Radio and Television Advertising	45	1.30	1.30			02	05	Continuous	Exam
Methodological Teaching Units	90	3.00	3.00			04	07		
Subject 1: Analysis of Audiovisual Content	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Audiovisual Lab 1	45	1.30	1.30			02	03	Continuous	Exam
Exploratory Teaching Units	45	3.00				02	02		
Subject 1: Current Issues	22.30	1.30				01	01		Exam
Subject 2: Audience Measurement and Public Opinion						01			Exam
Horizontal Teaching Unit	22.30		1.30			01	01		
Subject 1: Foreign Language	22.30		1.30			09	01	Continuous	
Total Semester 2	337.30	12.00	10.30			16	30		

SEMESTER : 3ed

Educational Unit	Semester Hour Volume	Weekly Schedule				Coefficient	Grades	Assessment Type	
	16-14 weeks	Lecture	Directed Tasks	Practical Work	Other Tasks			Continuous	Exam
Subject 1: Sociology of Audiovisual	180	06 S	06			09	20		
Subject 2: Media Campaigns	45	1.30	1.30			03	05	Continuous	Exam
Subject 3: Radio and Television Presentation	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Radio and Television Critique	45	1.30	1.30			02	05	Continuous	Exam
Subject 1: Sociology of Audiovisual	45	1.30	1.30			02	05	Continuous	Exam
Methodological Teaching Units	90	3.00	3.00			04	07		
Subject 1: Audiovisual Lab 2	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Research Lab	45	1.30	1.30			02	03	Continuous	Exam
Exploratory Teaching Units	45	3.00				02	02		
Subject 1: Entrepreneurship	22.30	1.30				01	01		Exam
Subject 2: International Media						01			Exam
Subject 3: Political Communication									
Horizontal Teaching Unit	22.30		1.30			01	01		
Subject 1: Foreign Language	22.30		1.30			09	01	Continuous	
Total Semester 3	337.30	12.00	10.30			16	30		

Fourth Semester:

Field: Humanities

Branch: Information and Communication Sciences

Specialization: audiovisual

Internship in an institution + thesis.

Weekly Study Load	Coefficient	Credits
Personal Work	07	11
Internship in the Institution (Memoir)	07	11
Meetings	03	05
Other Tasks (Specify)	-	-
Semester Total 4	150 (15x10)	16

Activity Type	Core	Methodological	Exploratory	Horizontal	total
Lecture	-	270	135	135	540
Directed Tasks	270	135	-	67.30	472.30
Practical Work	70	45	-	-	115
Personal Work	-	-	-	-	-
Other Tasks (Specified)	540	270	-	135	945
Total	1150	585	135	202.30	2072.30
Credit Points	81	30	6	3	120
Percentage of Credits	67.5 %	25 %	5 %	2.5 %	2.5 %

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

Master's Title: Academic Audiovisual

Semester: First –

History of Audiovisual in Algeria

Unit Description: This unit will cover the entire history of audiovisual institutions in Algeria (radio, television, cinema, etc.) from the colonial era to the present day. It will review and explain the historical development of these institutions in interaction with the political, social, and cultural environment.

General Objectives of the Unit:

- Provide students with the necessary competencies to understand audiovisual phenomena in Algeria.
- Teach students and train them in the historical analysis of audiovisual phenomena.
- Provide students with a critical perspective in understanding and analyzing the history of audiovisual institutions in Algeria.

Content of the Course: I. Historical Development of Radio in Algeria. II. Organizational Structure of the Algerian Radio Institution. III. Local Radio Stations in Algeria with Practical Examples. IV. Historical Development of Television in Algeria. V. Organizational Structure of Algerian Television. VI. Structures of the Radio and Television Broadcasting Institution:

1. National Institution for Algerian Television.
2. National Institution for Audio Broadcasting.
3. National Institution for Television Broadcasting.
4. National Institution for Audiovisual Production. VII. Private Television Channels in Algeria. VIII. History of the National Center for Cinema and Audiovisual.

Assessment Method: Through a training exam that assesses the optimal alignment between various issues and types of methodologies.

References:

- Zuhair Ihaddaden, Introduction to Media Sciences, University Publications Office.
- Ahmed Hamdi, The Algerian Revolution and the Media: A Study in Revolutionary Media, University Publications Office, Algeria, 1990.

- Mohamed Sahib Sultan, *Media and Communication, a Study in Origin and Development*, Dar Al-Massira, Jordan, 2012.
- Nasreddine Ayyadi, *Media Accountability*, National Library, Algeria, 1991.
- Nour al-Din Tawati, *Print and Audiovisual Journalism in Algeria*, Dar al-Khaldoonia, Algeria, 2008.
- Ihadaden Zahir: *Indigenous Press in Algeria...*, Algerian Enlightenment, 1984.
- Alain le Diberder and Nathalie Coste, *Breaking the Chains: Introduction to Post-Television*, Paris, La Découverte, 1988.

Master's Title: Academic Audiovisual

Semester: First - Radio and Television Editing

Educational Objectives: Enable students to differentiate between news types, opinion types, investigative types, creative types, and expressive types.

Prerequisite Knowledge: Students should have knowledge of editing techniques and journalistic arts from their previous undergraduate studies, including audiovisual aspects.

Course Content: I. General Introduction to Radio and Television Editorial.

1. Evolution of Journalism and its Methods.
2. Emergence of Rules and Theories Framing Journalistic Types.
3. History of Journalistic Types.
4. Concept and Theoretical Evolution of Journalistic Types.
5. Classification of Journalistic Types and the Differences Between Them.

II. News Journalistic Types (News, Report, Editorial).

1. Definition of News Journalism and its Types and Characteristics.
2. Definition of Editorial Journalism and its Types and Characteristics.
3. Definition of Editorial Journalism and its Structure and Components and Requirements.
4. Specifications for Good Radio and Television Reporting.

III. Investigative Journalism in Television, its Characteristics, and Editing Techniques.

1. Definition of Investigative Journalism and Factors of its Emergence.
2. Types of Investigative Journalism and its Sources.
3. Characteristics of Investigative Journalism in Radio and Television.
4. Stages of Preparing Investigative Journalism.

IV. Expressive Types (Portrait, Reportage): Characteristics and Production Steps.

1. Why Use Portraits?
2. When is the Media Interested in Personalities?
3. How to Prepare a Portrait and Elements of Biography.
4. Definition of Reportage, its Characteristics, and Types.

5. Stages of Producing Reportage.
6. Differences Between Investigative Journalism and Reportage.

V. Reflective Types (Commentary): Mandatory Conditions for Depth.

1. Definition of Radio and Television Commentary.
 2. Types of Commentary and Characteristics.
 3. Conditions for Good Radio and Television Commentary.
- Factors Affecting the Choice of Journalistic Types.
 - Journalistic Types in Electronic Media.

Assessment Method: Through a training exam.

References:

- Nasreddine Ayyadi: Theoretical Approaches to Journalistic Types, University Publications Office, Algeria, 1999.
- Abdelali Rezagui: How to Become a Journalist, Dar Huma, Algeria, 2012.
- Mohamed Khalil and Mahmoud Mansour Heba: Production of Media Language in Media Texts, Cairo University Center for Open Media, Egypt, 1999.
- Michel Habib Khayyat: Journalistic and Television Investigation, Dar al-Harith, Beirut, 2002.
- Gérard Dhôtel: The Info Dictionary, Ed libro, Paris 2006.

Master's Title: Academic Audiovisual

Semester: First -

General Semiotics

Educational Objectives: Familiarize students with various cognitive approaches related to semiotics. Approach any text, discourse, or human activity scientifically.

Prerequisite Knowledge: Students should be familiar with the foundational studies of semiotics by scholars such as De Saussure and Peirce.

Course Content:

- General Concepts and Differences Between Semiotics, Semantics, and Semiology.
- Semiology's Objective, Philosophical Origins, and Principles.
- American, French Schools, and the Classification of Indicators.
- Evolution of Concepts.
- Steps of Semiotic Analysis.
- Semiotics Concept, Origins, Cognitive and Methodological Field, and its Relationship with Linguistics.
- Semiotic Terminology.
- Contributions of Semiotics Pioneers.
- Semiotic Analysis Method.
- Semiotic Analysis Approaches: Intersemiotic Analysis, Structural Analysis, Discourse Analysis.
- Semiotics of Communication and Semiotics of Signification.

Assessment Method: Through a training exam.

References:

- Ahmed Moumen: Linguistics, Origin and Evolution, Ben Aknoun, Algeria, University Publications Office, 2nd ed., 2005.
- Hanoun Mubarak: Introduction to Saussurean Semiotics, Casablanca, Morocco, Dar Toubkal Publishing, 1st ed., 1987.
- Mohamed Ragini: Semiotic Lectures, Casablanca, Morocco, Dar Al-Thaqafa Publishing and Distribution, 1st ed., 1987.

- Mohamed Barkan: Introduction to Communication Semiotics, Third-year Media and Communication Lectures.
- Mélkayevich: Linguistic Research Trends, Translation: Saad Abdel Aziz Mousel and Wafa Kamal Fayyad, Supreme Council of Culture, 2000.
- Michel Arif and Others: Semiotics: Its Origins and Principles, Translation: Rashid Ben Malik, Tlemcen, Algerian Publications, 1995.
- Delila Morsly and François Chevaldonné: Introduction to Semiotics, OPU, Algiers, 1992.

Master's Title: Academic Audiovisual Master. Semester: First - Legislative and Ethical Aspects of Audiovisual Media. Responsible Professor:

Unit Description: This unit will cover the philosophy of media legislation in general and the philosophy of legislation in the field of audiovisual media in particular. On one hand, it will address the important ethical principles of the audiovisual media profession from various experiences. On the other hand, it will review various legal systems worldwide and their relationship to audiovisual communication formats.

General Objectives of the Unit:

- Provide students with the necessary competencies to understand the philosophy of media legislation.
- Train students to use legal perspectives in interpreting audiovisual phenomena.
- Provide students with the basic philosophical principles that form the basis for the ethics of the media profession.
- Train students to use these principles in analyzing various aspects of audiovisual media discourse.
- Instill in students a critical perspective in understanding these principles.

Content:

1. Freedom of the press and media as a humanitarian, social, intellectual, and political principle.
2. Human experience in pursuit of freedom of thought, belief, expression, and sacrifices.
3. Audiovisual media and the right to access information and the challenges it faced.
4. Freedom of audiovisual media and the official and international legal charters that guarantee it.
5. Reservations about freedom of audiovisual media in the experiences of developing and advanced countries.
6. Union and social organizations for regulating journalistic and media performance.
7. Factors influencing freedom of audiovisual media.
8. Media ethics between legal regulation and self-discipline.

- In the written press: (visual and audible).
- Organizing and regulating laws for audiovisual journalism - internationally - in the Arab world and in Algeria.
- Supervision.
- Press councils - codes of ethics - etc.
- Personal dimension of the media professional and media ethics.
- Advertising and media ethics.
- Financing and media ethics.
- Media law.
- The right to communication and the concept of democracy in the Arab world.
- Television and cinematic censorship.

Assessment Method: Through a training exam.

References:

- Hussein Emad Mekawi, *Ethics of Media Work*, Dar Al-Masriah Al-Lubnaniyah, Cairo, 2003.
- Majed Ragab Laho, *Freedom of Media and Law*, Faculty of Law, Mashaat Al-Maaref, Jalal Hazari and Partners, Alexandria, 2005.
- Jaber Mahjoub Ali Mahjoub, *Principles of Professional Ethics, Concept, Basis of Obligation, and Scope*, 2nd edition, Dar Al-Nahda Al-Arabiya, 2001.
- John Freeman: *Journalism Ethics*, translated by Dr. Mohamed Safwat Hassan, 1st edition, Dar Al-Fajr for Publishing and Distribution, Cairo, 2012.
- Monique Canto-Sperber: *Dictionary of Ethics and Moral Philosophy*, University Press of France, published by the National Book Counter, Paris, 1996.
- André Lalande: *Technical and Critical Vocabulary of Moral Philosophy*. 3-Petite Larousse Illustrated Dictionary Encyclopedia for Everything. Larousse Bookstore. 1984.
- Anderson, K, *History of communication ethics in Greenberg*, JB edition.
- Bois Libois, *Ethics of Information*, Brussels, Brussels edition, 1993.
- Brahim Brahimi: *Freedom of Information through the two press codes 1982-1990 in Algeria*.
- Brat, CB, *Journalism Ethics and the New Communication Technologies, in Africa in Kasoma*.
- Cohen, and Elliot, *Journalism Ethics*, publisher ABC-Clio, 1997.
- Daniel Cornu, *Information Ethics*, 1st edition, University Press of France, Paris, 1997.
- Denis McQuail, *Mass Communication Theory*, Sage Publications, London, 1989.
- Taher Beddiar, *The Opening of Audiovisual in Algeria*, Edition Houma, Algeria, 2011.
- What is Ethics? In *Literary Magazine* No. 472, February 2008, Artist, Desire for Knowledge.

Master's Title: Academic Audiovisual Master. Semester: First - Basic Introduction to Media Research. Responsible Professor:

Educational Objectives: The course aims to familiarize students with the developments in media research and its key foundations. It seeks to provide students with a comprehensive understanding of media research and its various methodologies.

Prior Knowledge: Comprehensive knowledge of research techniques and methodology.

Content: I. Media Action and Models of Media Operation. II. The Sender in Media as Social Systems. III. Audience Research and the Limits of Influence. IV. Functional Sociology of Media. V. Influence Studies and Building Media Content. VI. Transition from Influence Research to Reception Studies. VII. Cultural Industries:

1. Critical Theory.
2. Structural Theory in Media Research.
3. Cultural Studies.
4. The New World Communication System (UNESCO).
5. Diversity and Cultural Homogenization.
6. From Industry Sector to Societal Inclusivity. VIII. Ethnography of Audience Studies.
7. Uses and Gratifications Studies.
8. Consumer and User.
9. Culture, Consumption, and Audiovisual Production between Yesterday and Today. IX. Sociological Research in Usage under Interactive Media.

Assessment Method: Through a training exam.

References:

- Ahmed Al-Khashab and Ahmed Al-Kalawi, *Sociological Introduction to Media*, Dar Al-Kotob Al-Jameeiah, Cairo, 1974.
- Inshirah Al-Shaal, *An Introduction to the Sociology of Media*, Renaissance of the East Library, Cairo, 1985.
- Zidan Abdul Baqi, *Social Psychology in Media Fields*, Ghareeb Library, Cairo, 1979.
- Samia Mohamed Gaber, *Mass Audience and Modern Society: Theory and Application*, Dar Al-Maarif University, Alexandria, 1989.
- Abdel Rahman Azzai, *Contemporary Social Thought and Communication Phenomenon: Some Cultural Dimensions*, Dar Al-Ummah, Algeria, 1995.
- Abdullah Aissawi, *Psychological and Social Effects of Arab Television*, Egyptian Book Authority, Cairo, 1987.
- Armand et Michel Mattelart: *History of Communication Theories*, 3rd Edition, La Découverte, Paris, 2015.

Master's Title: Academic Audiovisual Master. Semester: First - Documentary Research. Responsible Professor:

Educational Objectives: The course aims to introduce students to the importance of scientific documentary research as one of the fundamentals of scientific research processes. It emphasizes the importance of verifying information accuracy and exposing false and incorrect information.

Prior Knowledge: Student knowledge of research techniques and methodology.

Content:

1. The science of documentation, its sections, and issues: historical foundations, topics, and fields.
2. The concept of documentary research and its importance.
3. Information sources and methods of obtaining them.
4. Scientific aspects of documentation: indexing (types and rules).
5. Documentation in the text.
6. Documentation in the bibliography.
7. Methods of storing and retrieving information.
8. National Bibliography and its importance in Algeria.
9. Secondary Bibliography and its usage techniques.

Assessment Method: Through a training exam.

References:

1. Rabhi Mustafa Aleyan and Amin Najdawi: Principles of Management and Organization of Libraries and Information Centers, Oman, Dar Safaa for Publishing and Distribution, 2009.
2. Al-Nawwasa Ghaleb Awad: Information Sources in Libraries and Information Centers, Oman, Dar Safaa for Publishing and Distribution, 2010.
3. Abdel Hadi Muhammad Fathi: Introduction to Information Science, Alexandria, Dar Al-Thaqafah Al-Ilmiyah, 2007.
4. Shaban Abdul Aziz Khalifa: Bibliography or the Science of the Book, A Study in the Foundations of Bibliographical Theory and Its Applications, Cairo, Dar Al-Lubnaniyah Al-Masriyah, 1997.
5. The National Bibliography, National Library, Algiers, 2015.

Master's Title: Academic Audiovisual Master. Semester: First - Cultural History of Algeria.

Responsible Professor:

Educational Objectives: The course aims to acquaint students with the cultural and civilizational level of the people of Algeria and the most prominent historical, scientific, and literary figures that contributed to preserving the culture and identity of the Algerian people.

Prior Knowledge: Comprehensive understanding of the Arabic language, arts, and audiovisual arts.

Content: I. Prominent cultural and scientific figures. II. The most important regions where education flourished. III. Reasons and factors for the spread of education in these regions. IV. The role of cultural and civilizational awareness in confronting the French invasion. V. The role and significance of the Algerian Muslim Scholars Association in spreading national cultural awareness. VI. The place and role of the national movement in spreading national cultural awareness. VII. Festivals and cultural activities from independence to the present day:

1. Cinematic activity.
2. Theatrical activity.
3. Folklore and popular art activity.
4. Literary and poetic activity.

Assessment Method: Through a training exam.

References:

- Cultural History of Algeria / Abu Al-Fathim Saadallah / 1980.
- Algerian Scholars Association / Turki Rabeh.
- Ihadaden Zahir: Indigenous Press in Algeria..., Algiers ENAL, 1984.
- Turin Yvenne: Cultural Confrontation in Colonial Algeria, Paris, Maspéro, 1975.

Master's Title: Academic Audiovisual Master. Semester: First - Public Service in Radio and Television. Responsible Professor:

Educational Objectives: Define the student's understanding of the concept of public service and its importance in the audiovisual media context.

Prior Knowledge: Student knowledge of the concept of the right to information and the important laws and regulations related to the ethics of media work.

Content: A just state in its activities and relations with citizens, where they are equal in their relationship with the state, and administration in all its forms, especially when we talk about media channels and their tasks and objectives in providing serious and purposeful objective information that seeks to achieve the public benefit for all citizens, in line with the principle of public service.

1. Introduction to General Administrative Law.
2. The principles of public service between the law and the general principles of the state.
3. The first basic provisions of public service.
4. Jurisprudence in administrative law related to public service.
5. General principles of public service.
6. Basic standards for public service.
7. Public service in the field of audiovisual media.
8. The impact of globalization on the current public service decline.

Assessment Method: Through a training exam.

References:

1. Zine El Abidine Boumerzouk: Public Service Between the Application of Legal Texts and Reality, Dar Al-Kitab Al-Arabi, 2014.
2. Daniel Chavez, Beyond the Market: The Future of Public Services, TNI Public Services Yearbook 2005.
3. Ben Aksouh Chaaban: Decentralization in the Algerian Administration, ENALE, 1980.
4. Mahion Ahmed: Administrative Law in Algeria, OPU, Alger 1976.
- 5.

Master's Title: Academic Audiovisual Master. Semester: First - French or English Language.

Responsible Professor:

Educational Objectives: Command of language as a key to dealing with various references and scientific writing.

Prior Knowledge: Basic language skills.

Content:

1. Basic concepts of media and communication principles.
2. The nature of communication, its types, and the components of the communication process.
3. Mass communication and its characteristics.
4. News values.
5. Editing and writing for radio and television.

Assessment Method: Through a training exam.

References:

1. Richard Rudin & Trevor Ibbotson: An Introduction to Journalism, Focal Press, Great Britain, 2002.
2. Bill Kovach & Tom Rosenstiel: The Elements of Journalism, Crown Publishers, 1st edition, New York, 2001.
3. Julia T. Wood: Communication Theories in Action, Wadsworth, USA.

Master's Title: Academic Audiovisual Master. Semester: Second - Semiotics of the Image.

Responsible Professor:

Educational Objectives: Control of understanding the meanings of visual signs in still and moving images.

Prior Knowledge: General knowledge of semiotics.

Content: I. The image as a semiotic problematic. II. The historical evolution of the image. III. Definition and description of the image. IV. Characteristics and features of the (television) image. V. Semiotics of the television image. VI. Semiotic approaches to the analysis of television images. VII. Semiotics of signification. VIII. Semiotics of communication. IX. Semiotics of culture. X. Semiotics of the digital image. XI. The power of the image and its major theorists between yesterday and today. XII. The future of the image in the virtual space.

Assessment Method: Through a training exam that demonstrates optimal alignment between various problematics and types of approaches.

References:

1. Pierre Guiraud: *Semiotics*, translated by Antoine Abi Zeid, Dar Al-Mashriq, Lebanon, Paris, 1984.
2. Roland Barthes: *Principles of Semiology*, translated by Mohamed Al-Bakri, Ayoun Al-Maqalat, Casablanca, 1986.
3. Mahmoud Ibraqen: *Semiological Analysis of the Film*, translated by Ahmed Ben Mersali, Diwan of University Publications, Algeria, 2006.
4. Nesma El-Batrig: *Semiotics in Cinema and Television in the Era of Globalization*, Dar Ghareeb, Cairo, 2004.
5. Bernard Darras: *Image and Semiotics*, Publication de la Sorbonne, Paris, 2008.
6. Marie Michel: *Film Analysis*, Ed Armand Colin, Paris, 2006.
7. Régis Debray: *Life and Death of the Image, A History of Vision in the West*, Collection Bibliothèque des Idées, Gallimard, Paris, 1992.

Master's Title: Academic Audiovisual Master. Semester: Second - Radio and Television

Programming. Responsible Professor:

Educational Objectives: Making students familiar with the basic techniques of television and radio programming.

Prior Knowledge: Initial knowledge in directing and production.

Content: The course includes the methods and strategies followed by students to develop various programming strategies, taking into account the identity of the channel and its opening plan. It covers the programming challenges, time distribution techniques, and the creation of program networks. It also includes programming in Algeria, especially in the Arab world, various programming strategies used at the national, Arab, and international levels, and the analysis of different programmatic network models.

1. The nature of programming.
2. Programming strategies.
3. Challenges of programming.
4. Making the program network.
5. Program networks in public and specialized channels.
6. Operational programming document.
7. Programming in satellite and Arab channels.
8. Exceptional programming.
9. Application models:
 - Comparative study of programming in American channels.
 - Comparative study of programming in European channels.

Assessment Method: Through a training exam demonstrating optimal alignment between various problematics and types of approaches.

References:

1. Mona Said El-Hadidi: Documentary Film, Its Foundations, Dar Al-Fikr Al-Arabi, Egypt, 1982.
2. Mona Said El-Hadidi: Documentary and Recorded Programs, Cairo, 2002.
3. Shakri Abdel Hamid: Communication Technology, Production of Programs for Radio and Television, Dar Al-Fikr Al-Arabi, Egypt, 1996.
4. Jabar Al-Obeidi: Modern Television Technologies and the Form and Content of Programs, Abadi Center for Publishing and Distribution, Sanaa, 1999.

5. Alain le Diberder, Nathalie Coste: Breaking the Chains, Introduction to After Television, La Découverte, 1988.
6. André Bertrand, Thierry Pierre-Coudol: Internet and the Law, Editions Dahlab, Algeria, 1999.
7. Armand Mattelart, Michele Mattelart: History of Communication Theories, Casbah Editions, Algeria, 1999.
8. Christophe Petit: 60 Years of American Soap, Cinemaction, Corlet, 1994.

Master's Title: Academic Audiovisual. Second Semester: Radio and Television Audience.

Responsible Professor for the Educational Unit:

Educational Objectives: After successfully completing this course, the student should be able to identify various theoretical approaches to the study of radio and television audiences, covering their origin and development. The student should also develop the ability to distinguish between various related concepts.

Prerequisite Knowledge: The student needs a background in the theoretical heritage of media and communication sciences, including media sociology and communication theories.

Course Content: The curriculum mainly includes empirical studies related to television, television audiences, radio, and new communication technologies in general. Emphasis is placed on the transition of the relationship from the authority of the medium to the sovereignty of the receiving audience, without neglecting the importance of this audience or user.

1. Definition of the audience and its characteristics.
2. Audience patterns and features.
3. Sociology of audience studies.
4. Evolution and features of audience studies.
5. The impact of the phenomenon of satellites and convergence on audience patterns.
6. The digital audience in the electronic space.
7. Studies of modernity audiences.
8. The future of post-modernity audience studies.

Assessment Method: Through a training exam that assesses the optimal alignment between various problematics and types of methodologies.

References: (Books, Publications, Websites, etc.)

1. Arman and Michel Mattar: History of Communication Theories, translated by Nacer Eddine Alayadi and Sadek Rabah, Arab Organization for Translation, Lebanon, 2005.
2. Azzedine Abdel Rahman: Studies in Communication Theories, Arab Unity Studies Center, Lebanon, 2003.
3. Jean-Claude Abric: Social Practices and Representations, PUF, 2nd Edition, 1994.
4. Nathalie Sonnac and Jean Gabszewicz: The Media Industry in the Digital Age, 3rd Edition, La Découverte, Paris, 2013.
5. Sophie Alami, and others: Qualitative Methods, PUF, Paris, 2013.

6. Garabeau Moussaoui Isabelle: From Consumer Society to Moderation Society, The Annals of Urban Research, 2007.
7. Francis Balle: Media and Societies, 13th Edition, Montchrestien, Paris, 2007.
8. Dominique Wolton: In Praise of the Public, Flammarion, Paris, 1993.

Master's Title: Academic Audiovisual. Second Semester: Radio and Television Advertising.

Responsible Professor for the Educational Unit:

Course Description: Prerequisites: Familiarity with basic concepts in media and communication sciences (media, communication, advertising, and promotion), in addition to knowledge of media and some psychological and social concepts.

General Objective: Enable the student to understand the importance and relationship of advertising to media work, its applications, and the specificity of radio and television advertising.

Skills to be Acquired:

1. Understand the specificity of television advertising and its techniques.
2. Understand the specificity of radio advertising and its techniques.

Course Content:

1. Concept of advertising, its objectives.
2. Advertising content and its characteristics.
3. Classifications of advertising and its psychological and social foundations.
4. Television advertising: Definition and characteristics through the specificity of the medium (television).
5. Sound and image in television advertising.
6. Creativity in television advertising and its techniques.
7. Radio advertising: Definition, characteristics, and applications.
8. Designing a television and radio advertising message.

Assessment Method: Through a training exam that assesses the optimal alignment between various problematics and types of methodologies.

References: (Books, Publications, Websites, etc.)

1. Shadwan Ali Sheba: Advertising: Introduction and Theory, Dar Al-Ma'arif University, Alexandria, 2005.
2. Mohsen Al-Ghalbi and others: Applied Advertising, Wael Publishing House, Jordan, 2003.
3. Michel Jouve: Communication and Advertising, Breal, Paris, 1994.
4. Jacques Lendrevie: Publicitor, Dunod, Paris, 2008.

5. Ken Burtenshaw, Nik Mahon, and Caroline Barfoot: The Fundamentals of Advertising, New Edition, Pyramyd, Paris, 2012.
6. Media Education Council: Understanding Advertising, Critical Education, Kanar, Belgium, 2004.
7. Henri Joannis and Virginie de Barnier: From Marketing Strategy to Advertising Creation, 2nd Edition, Dunod, Paris.

Second Semester: Analysis of Audiovisual Content. Responsible Professor for the Educational Unit:

Educational Objectives: After successfully completing this course, the student should be able to recognize the hidden and apparent messages of radio and television programs and various messages broadcast by audiovisual media. Thus, the student should develop critical and constructive thinking for audiovisual media content.

Prerequisite Knowledge: The student needs a background in the theoretical heritage of research methodologies in media and communication sciences, especially survey methodology and content analysis tools.

Course Content:

1. Quantitative and qualitative studies as the basis for analyzing audiovisual messages.
2. Concept of content analysis and its uses.
3. Identifying categories and units of analysis for audiovisual content.
4. Qualitative study as a method to understand the true intent of the media message and the background of its formation.
5. Inductive analysis of the ideology of the sender or the producing entity of the media message.
6. Semiological analysis tool, its concept, and steps to discover implicit meanings of the media message.
7. Digital image analysis in electronic media.
8. Future and critical outlook for reviewing the style of audiovisual content analysis.

Assessment Method: Through a training exam that assesses the optimal alignment between various problematics and types of methodologies.

References: (Books, Publications, Websites, etc.)

1. Ahmed Ben Mersali: Scientific Foundations of Media and Communication Research, 1st edition, Dar Al-Warsam, Algeria, 2013.
2. Mohamed Abdel Hamid: Content Analysis in Media Research, 2nd edition, Alam Al-Kutub, Egypt, 2010.
3. Youssef Tammar: Content Analysis for Researchers and Students, 1st edition, Taksij Editions, Algeria, 2013.
4. Marine Joly: Introduction to Image Analysis, 2nd Edition, Armand Colin, Paris, 1993.

Second Semester: Audiovisual Lab 1. Responsible Professor for the Educational Unit:

Educational Objectives: To reach a stage where the student can control every step of producing a video report.

Prerequisite Knowledge: General knowledge of radio and television editing techniques.

Course Content:

1. Stages of creating a video report.
2. Formulating the roadmap for creating a video report.
3. Shooting raw material for video report production.
4. Watching the video report and raw material.
5. Editing and mixing the video report, i.e., writing the commentary.
6. Adding special effects and music to the content of the video report.
7. Evaluating the video report between creative criticism and humor.

Assessment Method: Through a training exam.

References: (Books, Publications, Websites, etc.)

1. Using video reports produced by students as graduation theses.
2. Using video reports produced by Algerian TV institutions and private channels.

Second Semester: Current Issues. Responsible Professor for the Educational Unit:

Educational Objectives: After successfully completing this course, the student should be able to understand various current issues in Algeria and the world, analyze different aspects related to them, and express their opinion in a scientific, methodical manner devoid of preconceptions and subjectivity.

Prerequisite Knowledge: The student needs a background in the theoretical heritage of media and communication sciences, such as media sociology and communication theories.

Course Content:

1. Identifying criteria for categorizing current issues and defining them:
 - National issues
 - Regional issues
 - International issues

2. Analysis and readings of contemporary issues through:
 - Writing reports
 - Preparing documentaries
 - Radio sessions based on the type of issue being addressed nationally or internationally, in all its forms (social, cultural, economic, political, security issues, etc.).
3. Discussing current issues and analyzing their dimensions.
4. Presenting mentioned presentations and research.

Assessment Method: Through a training exam that assesses the optimal alignment between various problematics and types of methodologies.

References: (Books, Publications, Websites, etc.)

1. Mohamed Abdel Hamid: The Study of the Public in Media Research, 1st edition, Dar Al-Nashr, Lebanon, 1993.
2. Hussein Sameer Mohamed: Public Opinion, Theoretical Foundations and Methodological Aspects, Alam Al-Kutub, Egypt, 1998.
3. El Hiti Haitham Hadi: Public Opinion Between Analysis and Impact, Dar Osama, Jordan, 2014.
4. Meynaud Hélène Y. and Duclos Denis: Opinion Polls, Casbah Editions, Algeria, 1998.

Second Semester: Audience Measurement and Public Opinion. Responsible Professor for the Educational Unit:

Educational Objectives: After successfully completing this course, the student should be able to acquire skills and techniques for the scientific measurement of the audience and public opinion related to the audience of audiovisual media or public opinion on a particular issue raised by the media.

Prerequisite Knowledge: The student needs a background in the theoretical heritage of research methodologies in media and communication sciences, audience studies, and public opinion.

Course Content: The course includes three main axes, mainly related to a conceptual introduction to the subject of the audience and public opinion, then the quantitative tools for measuring the audience and public opinion, and finally the qualitative tools for measuring the audience and public opinion, with a review of some applied models.

Axis 1: Introduction to the Study of the Audience and Public Opinion

1. The emergence and evolution of the concept of audience and public opinion.
2. Definition of the audience and public opinion.
3. Components of the audience and public opinion.
4. Stages of forming public opinion.
5. Characteristics of public opinion.
6. Types of audience and public opinion and their classifications.
7. Aspects of public opinion (positive and negative).
8. Functions of public opinion.

Axis 2: Quantitative Methods in Measuring Audience and Public Opinion

1. Setting research objectives and formulating the research question or hypotheses. a. Research problem. b. Research questions and hypotheses.
2. Drawing up the research plan (the methodology used and the research tools).
3. Choosing the sample (determining the appropriate sample from the research community).
4. Writing the questionnaire (as a quantitative tool for measuring public opinion). a. Designing the questionnaire form. b. Types of questions. c. Testing the questionnaire before use. d. Research administration.
5. Data collection.
6. Extracting and presenting the quantitative results statistically.

7. Interpretation and inference, and writing the report.

Axis 3: Qualitative Methods in Measuring Audience and Public Opinion

1. Interview method: a. Definition of the interview and its characteristics. b. Types of interviews. c. Interview administration.
2. Scientific observation method: a. Definition of observation and its types. b. Characteristics of scientific observation. c. Steps of scientific observation.
3. Content analysis method: a. Definition of content analysis technique. b. Identifying units and categories of analysis for content. c. Steps of content analysis.

Assessment Method: Through a training exam that assesses the optimal alignment between various problematics and types of methodologies.

References: (Books, Publications, Websites, etc.)

1. Mohammed Abdel Hamid: The Study of the Audience in Media Research, 1st edition, Dar Al-Ma'arif University, Alexandria, 1992.
2. Michel Levy and others: Media, Information, and Communication, Dar Al-Ma'arif, Algeria, 1992.
3. Pierre Bourdieu: On Television, Paris, 1996.
4. Maigret Eric: Sociology of Communication and Media, 3rd Edition, Armand Colin, Paris, 2015.
5. René Prédal: Media and Audiovisual Communication, Ed d'organisation, Paris, 1995.

Master's Title: Academic Audiovisual. Third Semester: French or English Language. Responsible Professor for the Educational Unit:

Educational Objectives: Mastery of language as a key to dealing with various references and scientific writing.

Prerequisite Knowledge: Basics of language.

Course Content:

- Basic concepts in editing techniques
 1. The concept of news and its types.
 2. The journalistic headline and its types in radio and television.
 3. Analyzing and interpreting cartoons.
- Control of the language in terms of its expression and reception.

Assessment Method: Through a training exam.

References: (Books, Publications, Websites, etc.)

1. Richard Rudin & Trevor Ibbotson: An Introduction to Journalism, Focal Press, Great Britain, 2002.
2. Bill Kovach & Tom Rosenstiel: The Elements of Journalism, Crown Publishers, 1st Edition, New York, 2001.
3. Julia T. Wood: Communication Theories in Action, Acid-free Recycled Paper, Wadsworth, USA.
4. Kathleen S. Verderber & Rudolph F. Verderber & Cynthia Berryman-Fink: Interpersonal Communication, 11th Edition, Oxford University Press, New York, 2007.
5. Peter Watcy-Jones: Target Vocabulary 2, 3rd Edition, Penguin Books, England, 2000.

Master's Title: Academic Audiovisual. Third Semester: Audiovisual Sociology. Responsible Professor for the Educational Unit:

Educational Objectives: Mastery of sociological analysis mechanisms for audiovisual media phenomena.

Prerequisite Knowledge: The student should be familiar with the principles of sociology, especially various intellectual currents of sociological analysis.

Course Content:

I. Sociological Thinking and Analysis (Sociology)

1. The difficulty of scientific thinking in the field of communication.
2. Cultural, political, and economic legitimacy of major media.
3. Types of criticism and sociological discourse.

II. Sociological Approaches to Audiovisual

1. Basic concepts of media and communication sciences.
2. Western theorists and media.
3. The Chicago School.
4. The Frankfurt School and the theory of popular culture.
5. Limited effects theory by Lazarsfeld and Merton.
6. Baudrillard's school.

III. Sociology of Reception - Sociology of Interaction - Sociology of Use

1. Structural linguistics and the comprehensive communication science project.
2. Semiology of mass communication by Umberto Eco and Roland Barthes.
3. The consumer: Pierre Bourdieu's hierarchical sequence of cultural practices.
4. From consumption to reception.
5. The issue of reception in Michel de Certeau.
6. Cultural studies by Stuart Hall.
7. Studies in sociology of use and ownership.

IV. Sociology of Audiovisual Professionals (Journalists, Producers, Programmers, etc.)

1. The functional sociology of journalists.

2. Journalists and their environment.
3. The issue of thematic diversity and the media space without an audience.
4. Stereotyping and innovation according to Edgar Morin.
5. Cultural and creative industries.
6. Production as a challenge to artistic identity in the era of mass media according to Bakker.
7. Audience control.

Assessment Method: Through a training exam.

References: (Books, Publications, Websites, etc.)

1. Fawaz Mansour Al-Hakim: *Sociology of Mass Media*, Dar Osama, 1st edition, Jordan, 2011.
2. Mohammed Al-Juhari and others: *Sociology and the Study of Media and Communication*, Dar Al-Ma'arif University, Alexandria, 1992.
3. Abdul Rahman Azzie: "Contemporary Societal Thought and Communication Phenomenon, Some Civilizational Dimensions," Dar Al-Ummah, Algeria, 1995.
4. René Prédal: *Media and Audiovisual Communication*, Ed d'organisation, Paris, 1995.
5. Christine Leteinturier and Rémy le Champion: *Media, Information, and Communication*, Ed Ellipses, Paris, 2009.
6. Eric Maigret: *Sociology of Communication and Media*, Ed Armand Colin, 3rd Edition, Paris, 2015.
7. Dominique Boullier: *The Industries of Attention: Networks*, 154, 2009.

Master's Program Title: Academic Audiovisual Master. Third Semester: Media Campaigns.

Responsible Professor for the Academic Unit:

Educational Objectives: Acquire skills in designing media campaigns within the framework of social communication. Understand various communication and persuasive (argumentative) strategies underlying media campaigns.

Prerequisites: Students should have a general understanding of communication principles and social communication.

Course Content:

1. Principles and Foundations of Social Communication.
2. Types of Social Communication.
3. Organizing Social Communication for Public Benefit.
4. Public Decisions and Communication with Citizens.
5. Media Campaign as a Technique for Social Communication.
6. Steps and Strategies for Designing Media Campaigns.
7. Forms and Media of Media Campaigns.
8. Evaluation of Media Campaign Performance.

Assessment Method: Through a training exam.

References:

- Abdel Monem El Bakry Fouada: Social Marketing and Planning for Media Campaigns, Alam Al-Kitab, Cairo, 2007.
- Ibrahim Obeidat Mohamed: Social Marketing: Green and Environmental, Dar Wael for Publishing and Distribution, Oman, 2004.
- Amer Masbah: Social Persuasion, Theoretical Background and Practical Mechanisms, Diwan of University Publications, Algeria, 2005.
- Abdul Fattah Mohamed Dweidar: "Psychology of Communication and Media: Its Principles and Principles," Dar Al-Maaref University, Alexandria, 2004.
- Le Net Michel: The Announcing State: Techniques, Doctrine, and Morality of Social Communication, 3rd edition, Paris, 1982.
- Ernest Dichter: Communication and Motivation, Berti Edition, Algiers, 1991.
- Piere Zémor: Public Communication, What Do I Know, PUF, Paris, 1995.

Master's Program Title: Academic Audiovisual Master. Third Semester: Radio and Television Presentation. Responsible Professor for the Academic Unit:

Educational Objectives: Master techniques of radio and television hosting, preparing students for work and research in the audiovisual field.

Prerequisites: Students should have knowledge of the peculiarities of the audiovisual field.

Course Content:

1. Importance of Verbal and Non-Verbal Communication.
2. Concepts and Methods of Journalism Writing.
3. Attire and Its Importance in Presentation.
4. Articulation and Movements.
5. Control in Hosting Sessions.
6. Principles and Specifications of Photojournalism and its Importance in Media Work.
7. Radio and Television Filming and Directing.
8. Techniques of Radio Program Preparation and Understanding Technical Aspects of Radio Work.
9. Techniques of Television Program Preparation and Understanding Technical Aspects of Television Work.
10. General Foundations of Radio and Television Hosting:
 - Charisma Professionalism (Personal Attraction) and Revealing Others' Personalities.
 - Media Planning.
 - Media Marketing.
 - Introduction to the Studio and Newsroom.
 - Relationship between the Host and the Editorial and Technical Crew.
 - Building Capabilities for Appearance, Presentation, and Presentation Skills.
 - Program, Report, and Radio Report Preparation.
 - Mastering Proper Pronunciation and Understanding Types of Voices and Effective Communication Skills.
 - Preparation and Presentation of News Bulletins, Reports, and Interviews.

Assessment Method: Through a training exam.

References:

- Rely on the experience of professors with professional experience in radio and television hosting in media institutions.
- Amer Masbah: Social Persuasion, Theoretical Background and Practical Mechanisms, Diwan of University Publications, Algeria, 2005.
- Abdul Fattah Mohamed Dweidar: "Psychology of Communication and Media: Its Principles and Principles," Dar Al-Maaref University, Alexandria, 2004.
- Ernest Dichter: Communication and Motivation, Berti Edition, Algiers, 1991.

Master's Program Title: Academic Audiovisual Master. Third Semester: Radio and Television Criticism. Responsible Professor for the Academic Unit:

Educational Objectives: Acquire skills in constructive analytical criticism based on creative thinking for audiovisual content.

Prerequisites: Students should have knowledge of the specifics of radio and television.

Course Content:

- Concept of Media Criticism with Emphasis on Radio and Television.
- Concepts and Practices Related to Radio and Television Criticism.
- Functions of Radio and Television Criticism.
- Levels of Radio and Television Criticism: Form Criticism, Content Criticism, Criticism of Media Language in Radio and Television, Criticism of Journalistic Genres, Criticism of Image.
- Foundations of Audiovisual Content Production (News, Drama, Documentary Programs, Advertising).
- Image and Mechanisms of its Impact and Authority.
- Stereotyping and Manufacturing Stereotypical Images.
- Critical Thinking Skills.
- Skill of Conscious Media Behavior.
- Nature of Radio and Television Presentation.
- Persuasion Techniques through Radio and Television.
- Characteristics of a Successful Presenter.
- Presentation of Live and Recorded Programs.
- Presentation of News Bulletins and News Programs.
- Presentation of Variety Programs.
- Difficulties in Radio and Television Program Presentation.
- Practical Models.

Assessment Method: Through a training exam.

References:

- Fahd Al-Shammari: Media Education: How to Deal with the Media, 1st ed., King Fahd National Library, Riyadh, 2010.

- Susan Al-Qulaini and Wahba Allah Al-Samri: Training and Radio and Television Production, Dar Al-Nahda Al-Arabiya, Cairo, 1998.
- Muhammad Abdel Hamid: Media Education and Awareness of Media Performance, Alam Al-Kutub, Cairo, 2012.
- Jean Pierre Ancaux: Oral Presentation and Its Visual Supports, Organization Editions, 1992.
- R. Charles: Oral Communication, Nathan Ed., 1998.
- Jerome Bourdon: The Critical Eye, The Journalist Criticizes Television, Ed. Media Research Studies, Belgium, 2003.

Master's Program Title: Academic Audiovisual Master. Third Semester: Audiovisual Lab 2.

Responsible Professor for the Academic Unit:

Educational Objectives: Raise awareness of the importance of direction in the process of producing radio and television messages.

Prerequisites: General knowledge of radio and television production forms.

Course Content:

1. Introduction to Radio and Television Directing.
2. Difference between Radio and Television Directing.
3. Generic and Jingle.
4. Music.
5. Scriptwriting Profession and Director's Memory.
6. Cameraman and Television Filming Techniques.
7. Editing and Mixing (Image and Sound).
8. Infographics and 3D Technology.
9. Digital Image and its Future (Digital Design).

Assessment Method: Through a training exam.

References:

- Utilize craftsmen and professionals in the audiovisual professions.
- Carla Fineman and John Zitter: Film and Television Directing, Dar Al-Kitab Al-Ilmi, 2009.
- Alexander Cohen: The Concept of Television Directing, Academic Book Center, 2007.
- Stefan Robin: Television and Film Directing: Art and Technique, Dar Al-Hilal, 2008.
- Brian Stein: Skills in Television Direction and Editing, Dar Al-Hilal, 2010.

Master's Program Title: Academic Audiovisual Master. Third Semester: Media Campaigns.

Responsible Professor for the Academic Unit:

Educational Objectives: Acquire skills in designing media campaigns within the framework of social communication. Understand various communication and persuasive (argumentative) strategies underlying media campaigns.

Prerequisites: Students should have a general understanding of communication principles and social communication.

Course Content:

1. Principles and Foundations of Social Communication.
2. Types of Social Communication.
3. Organizing Social Communication for Public Benefit.
4. Public Decisions and Communication with Citizens.
5. Media Campaign as a Technique for Social Communication.
6. Steps and Strategies for Designing Media Campaigns.
7. Forms and Media of Media Campaigns.
8. Evaluation of Media Campaign Performance.

Assessment Method: Through a training exam.

References:

- Abdel Monem El Bakry Fouada: Social Marketing and Planning for Media Campaigns, Alam Al-Kitab, Cairo, 2007.
- Ibrahim Obeidat Mohamed: Social Marketing: Green and Environmental, Dar Wael for Publishing and Distribution, Oman, 2004.
- Amer Masbah: Social Persuasion, Theoretical Background and Practical Mechanisms, Diwan of University Publications, Algeria, 2005.
- Abdul Fattah Mohamed Dweidar: "Psychology of Communication and Media: Its Principles and Principles," Dar Al-Maaref University, Alexandria, 2004.
- Le Net Michel: The Announcing State: Techniques, Doctrine, and Morality of Social Communication, 3rd edition, Paris, 1982.
- Ernest Dichter: Communication and Motivation, Berti Edition, Algiers, 1991.
- Piere Zémor: Public Communication, What Do I Know, PUF, Paris, 1995.

Master's Program Title: Academic Audiovisual Master. Third Semester: Radio and Television Presentation. Responsible Professor for the Academic Unit:

Educational Objectives: Master techniques of radio and television hosting, preparing students for work and research in the audiovisual field.

Prerequisites: Students should have knowledge of the peculiarities of the audiovisual field.

Course Content:

1. Importance of Verbal and Non-Verbal Communication.
2. Concepts and Methods of Journalism Writing.
3. Attire and Its Importance in Presentation.
4. Articulation and Movements.
5. Control in Hosting Sessions.
6. Principles and Specifications of Photojournalism and its Importance in Media Work.
7. Radio and Television Filming and Directing.
8. Techniques of Radio Program Preparation and Understanding Technical Aspects of Radio Work.
9. Techniques of Television Program Preparation and Understanding Technical Aspects of Television Work.
10. General Foundations of Radio and Television Hosting:
 - Charisma Professionalism (Personal Attraction) and Revealing Others' Personalities.
 - Media Planning.
 - Media Marketing.
 - Introduction to the Studio and Newsroom.
 - Relationship between the Host and the Editorial and Technical Crew.
 - Building Capabilities for Appearance, Presentation, and Presentation Skills.
 - Program, Report, and Radio Report Preparation.
 - Mastering Proper Pronunciation and Understanding Types of Voices and Effective Communication Skills.
 - Preparation and Presentation of News Bulletins, Reports, and Interviews.

Assessment Method: Through a training exam.

References:

- Rely on the experience of professors with professional experience in radio and television hosting in media institutions.
- Amer Masbah: *Social Persuasion, Theoretical Background and Practical Mechanisms*, Diwan of University Publications, Algeria, 2005.
- Abdul Fattah Mohamed Dweidar: "Psychology of Communication and Media: Its Principles and Principles," Dar Al-Maaref University, Alexandria, 2004.
- Ernest Dichter: *Communication and Motivation*, Berti Edition, Algiers, 1991.

Master's Program Title: Academic Audiovisual Master. Third Semester: Radio and Television Criticism. Responsible Professor for the Academic Unit:

Educational Objectives: Acquire skills in constructive analytical criticism based on creative thinking for audiovisual content.

Prerequisites: Students should have knowledge of the specifics of radio and television.

Course Content:

- Concept of Media Criticism with Emphasis on Radio and Television.
- Concepts and Practices Related to Radio and Television Criticism.
- Functions of Radio and Television Criticism.
- Levels of Radio and Television Criticism: Form Criticism, Content Criticism, Criticism of Media Language in Radio and Television, Criticism of Journalistic Genres, Criticism of Image.
- Foundations of Audiovisual Content Production (News, Drama, Documentary Programs, Advertising).
- Image and Mechanisms of its Impact and Authority.
- Stereotyping and Manufacturing Stereotypical Images.
- Critical Thinking Skills.
- Skill of Conscious Media Behavior.
- Nature of Radio and Television Presentation.
- Persuasion Techniques through Radio and Television.
- Characteristics of a Successful Presenter.
- Presentation of Live and Recorded Programs.
- Presentation of News Bulletins and News Programs.
- Presentation of Variety Programs.
- Difficulties in Radio and Television Program Presentation.
- Practical Models.

Assessment Method: Through a training exam.

References:

- Fahd Al-Shammari: Media Education: How to Deal with the Media, 1st ed., King Fahd National Library, Riyadh, 2010.

- Susan Al-Qulaini and Wahba Allah Al-Samri: Training and Radio and Television Production, Dar Al-Nahda Al-Arabiya, Cairo, 1998.
- Muhammad Abdel Hamid: Media Education and Awareness of Media Performance, Alam Al-Kutub, Cairo, 2012.
- Jean Pierre Ancaux: Oral Presentation and Its Visual Supports, Organization Editions, 1992.
- R. Charles: Oral Communication, Nathan Ed., 1998.
- Jerome Bourdon: The Critical Eye, The Journalist Criticizes Television, Ed. Media Research Studies, Belgium, 2003.

Master's Program Title: Academic Audiovisual Master. Third Semester: Audiovisual Lab 2.

Responsible Professor for the Academic Unit:

Educational Objectives: Raise awareness of the importance of direction in the process of producing radio and television messages.

Prerequisites: General knowledge of radio and television production forms.

Course Content:

1. Introduction to Radio and Television Directing.
2. Difference between Radio and Television Directing.
3. Generic and Jingle.
4. Music.
5. Scriptwriting Profession and Director's Memory.
6. Cameraman and Television Filming Techniques.
7. Editing and Mixing (Image and Sound).
8. Infographics and 3D Technology.
9. Digital Image and its Future (Digital Design).

Assessment Method: Through a training exam.

References:

- Utilize craftsmen and professionals in the audiovisual professions.
- Carla Fineman and John Zitter: Film and Television Directing, Dar Al-Kitab Al-Ilmi, 2009.
- Alexander Cohen: The Concept of Television Directing, Academic Book Center, 2007.
- Stefan Robin: Television and Film Directing: Art and Technique, Dar Al-Hilal, 2008.
- Brian Stein: Skills in Television Direction and Editing, Dar Al-Hilal, 2010.

Master's Title: Academic Audiovisual Master. Third Semester: Entrepreneurship. Professor in Charge of the Teaching Unit:

Educational Objectives: This course aims to highlight the importance of entrepreneurial education in enhancing the entrepreneurial spirit of university students. It focuses on key concepts related to entrepreneurship and the theories that explain them.

Prerequisite Knowledge: Student's knowledge of the fundamentals of an organization or enterprise and its theories, especially project management.

Course Content:

1. Nature of entrepreneurship.
2. Origin and historical evolution of entrepreneurship.
3. Interpretations of entrepreneurship.
4. Definition of key concepts related to entrepreneurship and highlighting areas of difference.
5. Entrepreneurial concept and activity.
6. Investment and change management.
7. Conceptualization of the manager-entrepreneur-leader.
8. Economic role of entrepreneurship.
9. Social role of entrepreneurship.
10. The reality of entrepreneurship in Algeria.

Assessment Method: Through a practice exam.

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1. Majida Al-Attayah: Small Project Management, 1st edition, Dar Al-Masirah for Publishing and Distribution, Oman, 2002.
2. Mr. Hussein: Sociological Organization Theory, Dar El-Maaref, Alexandria, 1994.
3. Mohamed Boumakhlof: Industrial Organization and Environment, Dar El-Oumma, 1st edition, Algeria, 2001.
4. Amar Bouhouch: Organizational Theory, Al-Shaab Library, Algeria, dt.
5. Amar Bouhouch: Theory of Organization, Modern Library, Algiers, dt.
6. David Silverman: The Sociological Framework of Organizational Theory, translated and introduced by Adel Mokhtar Al-Hawari, Nahda Al-Sharq Library, Cairo, 1980.
7. Abdelhadi Al-Juhani: Sociological Administration, Modern Library, Alexandria, 1998.
8. Kamal Mohamed Ali: Dictionary of Organizational and Management Terms, Dar Al-Nahda Al-Arabiya, Cairo, 1984.

Master's Title: Academic Audiovisual Master. Third Semester: Political Communication. Professor in Charge of the Teaching Unit:

Educational Objectives: Enable students to understand the field of political communication in the relationship between power and voters, exchange political discourse among various actors (politicians, government, parties, citizens), and understand the role of communication in political life.

Prerequisite Knowledge: Student's knowledge of communication principles in general and various media theories (priority setting, spiral of silence, etc.).

Course Content:

1. General introduction to political communication.
2. Relationship between communication and politics.
3. Political functions of communication.
4. Political content of traditional communication functions.
5. Visual image in political communication.
6. Political functions of communication.
7. Communication and power acquisition.
8. Communication and exercise of power.
9. Communication and political efficiency.
10. Structural and functional aspect of political communication.
11. Political propaganda.
12. Political marketing.
13. Role of media in political decision-making.
14. Factors influencing political communication.
15. Characteristics of the political system.
16. Nature of the media system.
17. Political uses of the Internet.

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- Herbert Schiller: Manipulators of Minds.
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- Mona Saeed Al-Hadidi: Media and Society, Dar Al-Masriya Al-Lubnaniya.

- Mahmoud Abdullah Al-Khawalda: Political and Media Sociology, Modern University Office, Alexandria, 1995.
- Salem Ghouli: Political Communication Issues and Applications 2014/2015.
- Shaima Zulfikar Zagheib: Political Communication: Issues and Applications, Dar Al-Masriya Al-Lubnaniya, Cairo 2015.
- Abdul Salam Al-Masdi: Politics and the Power of Language, Dar Al-Masriya Al-Lubnaniya, Cairo 2007.
- Salima Rabhi, Political Parties and the Political Communication Process in Algeria, previous reference, p. 71.
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- Ismail Marzouka, Political Communication in Algeria under Political and Media Pluralism, Unpublished Master's Thesis, University of Algiers: Institute of Information and Communication Sciences, 1995.
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- Najm Al-Barakat, Fundamentals of Comparative Political Systems, Al-Karmal Publishing and Distribution Company, Oman, 1989.
- Amani Muhammad Qandil, Political Development and Political Communication Process, Cairo University, Cairo, 1980.
- Muhammad Saad Al-Sayyid Abu-Amoud, Mass Communication and Political Decision-Making, Cairo University, Cairo, 1989.
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- Agnès Chauveau: The Politician and Television. The Influence of Communication Advisors, Twentieth Century. History Journal, No. 80 2003/4.