

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA

MINISTRY OF HIGHER EDUCATION

AND SCIENTIFIC RESEARCH

EDUCATIONAL OFFER L.M.D.

ACADEMIC COMMUNICATION AND PUBLIC RELATIONS MASTER'S DEGREE

<b>Institution</b>	<b>Faculty / Institute</b>	<b>Department</b>
University Mohamed KHEIDER - BISKRA	HUMANITIES AND SOCIAL SCIENCES	HUMANITIES
<b>Field</b>	<b>Major</b>	<b>Specialization</b>
HUMANITIES AND SOCIAL SCIENCES	INFORMATION AND COMMUNICATION SCIENCES	Communication and Public Relations

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## I- master 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
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- Coordinator/Responsible for the Training Branch
  - Name: Mohamed Bachir Mahmoudi
  - Position: Assistant Professor
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  - Email: [mohamed.bachir32@yahoo.com](mailto:mohamed.bachir32@yahoo.com)
- Coordinator/Responsible for the Specialization
  - Name: Nabil Lahmer
  - Academic Rank: Assistant Professor
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  - Fax: 033.50.12.40
  - Email: [lahmerinfo.com@gmail.com](mailto: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 master 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.*

## **II- Hexagonal Educational Organization Card**

**(Please provide the cards for the six semesters)**



**SEMESTER : 1<sup>st</sup>**

Educational Unit	Semester Hour Volume	Weekly Schedule				Coefficient	Grades	Assessment Type	
	16-14weeks	Lecture	Directed Tasks	Practical Work	Other Tasks			Continuous	Exam
<b>Primary Education Units</b>	180	06 S	06			09	20		
<b>Subject 1: Epistemology of Media and Communication Sciences</b>	45	1.30	1.30			03	05	Continuous	Exam
<b>Subject 2: Public Relations Management</b>	45	1.30	1.30			02	05	Continuous	Exam
<b>Subject 3: Public Communication and Marketing</b>	45	1.30	1.30			02	05	Continuous	Exam
<b>Subject 4: Modern Trends in Public Relations</b>	45	1.30	1.30			02	05	Continuous	Exam
<b>Methodological Teaching Units</b>	90	3.00	3.00			04	07		
<b>Subject 1: Public Opinion Assessment</b>	45	1.30	1.30			02	04	Continuous	Exam
<b>Subject 2: Qualitative and Quantitative Approaches</b>	45	1.30	1.30			02	03	Continuous	Exam
<b>Exploratory Teaching Units</b>	45	3.00				02	02		
<b>Subject 1: Rhetoric and Communication</b>	22.30	1.30				01	01		Exam
<b>Subject 2: Discourse Analysis</b>						01			Exam
<b>Subject 3: Labor Legislation</b>	22.30	1.30				01	01		
<b>Horizontal Teaching Unit</b>	22.30		1.30			01	01		
<b>Subject 1: Foreign Language</b>	22.30		1.30			09	01	Continuous	
<b>Total Semester 1</b>	337.30	12.00	10.30			16	30		

**SEMESTER : 2<sup>nd</sup>**

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: Epistemology of Media and Communication Sciences	45	1.30	1.30			03	05	Continuous	Exam
Subject 2: Planning in Public Relations	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: Communication Skills in Public Relations	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Persuasive and Argumentative Communication	45	1.30	1.30			02	05	Continuous	Exam
Methodological Teaching Units	90	3.00	3.00			04	07		
Subject 1: Methodology Forum	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Qualitative and Quantitative Approaches	45	1.30	1.30			02	03	Continuous	Exam
Exploratory Teaching Units	45	3.00				02	02		
Subject 1: Campaign Design	22.30	1.30				01	01		Exam
Subject 2: Communication Technology and Public Space						01			Exam
Horizontal Teaching Unit	22.30		1.30			01	01		
Subject 1: Foreign Language	22.30		1.30			09	01	Continuous	
<b>Total Semester 2</b>	<b>337.30</b>	<b>12.00</b>	<b>10.30</b>			<b>16</b>	<b>30</b>		

## SEMESTER : 3<sup>rd</sup>

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: Advertising	45	1.30	1.30			03	05	Continuous	Exam
Subject 2: Organizational Communication Culture	45	1.30	1.30			02	05	Continuous	Exam
Subject 3: Communication and Crisis Management	45	1.30	1.30			02	05	Continuous	Exam
Subject 4: Corporate Image and Comprehensive Communication	45	1.30	1.30			02	05	Continuous	Exam
Methodological Teaching Units	90	3.00	3.00			04	07		
Subject 1: Memoir Preparation	45	1.30	1.30			02	04	Continuous	Exam
Subject 2: Production and Preparation of Public Relations Materials	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: Applications of Public Relations in Algeria						01			Exam
Horizontal Teaching Unit	22.30		1.30			01	01		
Subject 1: Foreign Language	22.30		1.30			09	01	Continuous	
<b>Total Semester 3</b>	<b>337.30</b>	<b>12.00</b>	<b>10.30</b>			<b>16</b>	<b>30</b>		

#### Fourth Semester:

**Field:** Humanities

**Branch:** Information and Communication Sciences

**Specialization:** Communication and Public Relations

Internship in an institution culminating in a thesis.

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

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
<b>Total</b>	<b>1150</b>	<b>585</b>	<b>135</b>	<b>202.30</b>	<b>2072.30</b>
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: Communication and Public Relations. Semester: First. Unit Title: Basic Education Unit. Professor in Charge of the Teaching Unit:**

**Course "1" Title: Epistemology of Media and Communication Sciences. Credit: 5. Contact Hours: 3.**

**Educational Objectives:** This course aims to provide students with theoretical knowledge related to the specialization and help them understand the most important communication theories in relation to communication. It also involves understanding the epistemological trends of media and communication sciences, including the study of the sciences, hypotheses, and results through critical analysis.

**Prerequisite Knowledge:** Students should be familiar with the theoretical knowledge and developments in the scientific field to connect social, cultural, and scientific developments to reality.

**Course Content:**

1. Introduction to Epistemology.
  - Concept of Epistemology.
  - Tasks of Epistemology.
  - Major Epistemological Trends:
    - René Descartes.
    - Emmanuel Kant.
    - Gaston Bachelard.
    - Michel Foucault.
    - Karl Popper.
2. Epistemology of Media and Communication Sciences.
  - Do communication branches deserve the description of sciences?
  - Birth of media and communication sciences.
3. Epistemology of Communication (Concepts and Models).
  - Problematics of models from the problematics of concepts.
  - Thematics of communication models:
    - Situational models.
    - Schematic models.
    - Constructivist models.
4. Situational Models.
  - Media theory model.
  - Two-level communication model.
5. Schematic Models.

- Sociometric model.
  - Exchange model.
  - Interactive model.
  - Dramatic model.
6. Constructivist Models.
- Cybernetics model/situational model.

**Assessment Method:** Written exam + other assignments + continuous monitoring.

**References:**

1. Arman and Michel Mattar, Translation by Nasser al-Din Laayadi and al-Sadiq Rabeih, History of Communication Theories, Arab Organization for Translation, Beirut, 2005.
2. Azi Abdel Rahman, Studies in Communication Theories, Center for Arab Unity Studies, Beirut, 2003.
3. Jean-Claude ABRIC, Pratiques Sociales et Représentations, Under the Direction of Jean-Claude ABRIC, PUF, 2nd Edition, 1994.
4. J. PERRIAULT, La Logique de l'Usage: essai sur les machines à communiquer, Paris, Flammarion, 1989.
5. MUCCHIELLI A., La nouvelle communication. Epistémologie des sciences de l'information et de la communication, Armand Colin, 2001.
6. MEUNIER JP, PERAYA D., Introduction aux théories de la communication, De Boeck, 2004.
7. LAZAR J., La Science de la communication, Paris, PUF, 1992.
8. MATTELART Armand, Histoire des théories de la communication, Paris, La Découverte, 1995.
9. BRETON P. et PROULX S., L'explosion de la communication à l'aube du XXI<sup>e</sup> siècle, La découverte, 2002.
10. BALLE F., Médias et société, Paris, Montchrestien, 4th edition, 1991.
11. MIÈGE Bernard, Capitalisme et industries culturelles, PUG, 1978.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Basic Education Unit. Professor in Charge of the Teaching Unit:**

**Course "2" Title: Public Relations Management. Credit: 5. Contact Hours: 2.**

**Educational Objectives:** This course aims to provide students with theoretical and practical knowledge in the field of public relations. It focuses on the theoretical and applied framework of public relations, discussing techniques used by professionals in the communication field.

**Prerequisite Knowledge:** Students should have a good understanding of the essential conceptual frameworks for analyzing internal and external communication phenomena within an organization.

**Course Content:**

1. Introduction to Public Relations.
  - Definition of Public Relations.
  - Variations in the concept of public relations.
  - Theoretical and methodological approaches to the concept of public relations.
  - Origin and evolution of public relations.
  - Human practice of public relations throughout history.
  - Public relations as a modern activity.
2. Importance of Public Relations in Institutions.
  - Functions and objectives of public relations.
  - Understanding the functions of public relations in various administrations.
  - Public relations programs.
  - Types of public relations.
3. Communication Tools in Public Relations.
  - General communication tools.
  - Specific communication tools.
  - Public relations system.
4. Organizing Public Relations Management.
  - Administrative organization.
  - Elements of organization.
  - Organizational mix.
  - Power structure.
5. Organizing Public Relations and Its Goals.



- Public relations management and its goals in media, social, industrial, and commercial organizations.

**Assessment Method:** Written exam + other assignments + continuous monitoring.

**References:**

1. Fadel Muhammad al-Badrani: Media... Industry of Minds, Forum of Knowledge, Beirut, 2011.
2. Herbert Schiller: Manipulators of Minds.
3. Noam Chomsky: Control of the Media, First Spark Publications, 2005.
4. Muhammad Ibrahim Obeidat: Social Marketing, Wael Publishing House, 1st edition, 2004.
5. Mona Saeed al-Hadidi: Media and Society, Egyptian-Lebanese House.
6. Mahmoud Abdullah al-Khawalda: Political and Media Psychology, Hamed Publishing and Distribution House, 2008.
7. Saad Al Saud: Communication and Political Media, Modern University Office.
8. Amara Muhammad: Political Science between Localism and Globalism, Contemporary Political Vision for the 21st Century, Alexandria, Modern University Office.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Basic Education Unit. Professor in Charge of the Teaching Unit:**

**Course "3" Title: Public Communication and Marketing. Credit: 5. Contact Hours: 2.**

**Educational Objectives:** This course aims to introduce students to public communication targeting the public good or what can be termed as improving the quality of life without seeking material gains. It also aims to control the theoretical knowledge of public communication.

**Prerequisite Knowledge:** Students are required to have a basic understanding of public communication and civic education to link them to a deliberate tool.

**Course Content:** The focus of this course is on social communication, its characteristics, methods, goals, and its relationship with other sciences. It covers the applications and techniques for building and designing social campaigns and how to generate positive change in society.

**1. Foundations of Public Communication:**

- Origin and foundations.
- Characteristics and historical development.
- Public communication and its relation to other types of communication.
- Advantages and characteristics of public communication.

**2. Public Communication Techniques and Tools:**

- Techniques and tools of public communication.
- Marketing and its relation to the public domain.
- Definition and scope of marketing.
- Key marketing concepts.
- Historical development and expansion of marketing.

**3. Applications of Social Marketing:**

- Use of marketing in social and political fields.
- Stages of social marketing.
- Preliminary strategy of social marketing.
- Market study stages: marketing plan, goal setting, strategy design, defining target audiences.

**4. Marketing Mix in Social Marketing:**

- Product policy.
- Price policy.
- Distribution policy.

- Communication policy: advertising, promotion, public relations, sales promotion, sales force.
5. **Differences Between Commercial and Social Marketing:**
- Formulating the social marketing mix.
  - Practical models of social marketing.

**Assessment Method:** Written exam + other assignments + continuous monitoring.

**References:**

1. Michel le Net: La communication Publique Pratique des campagnes d'information, Edition de documentation Française, Paris.
2. Jean Paul Bobin. Le marketing politique. Paris, Dalloz.
3. Philip Kotler, Marketing-Management. Analyse, Planification, Contrôle. Paris, Publi-Union.
4. Théodore Levitt, L'esprit marketing, Les Éditions d'Organisation.
5. Peter Drucker, Management. Task, Responsibilities, Practices, Heinemann.
6. Theodore Levitt, Marketing for Business Growth, McGraw-Hill.
7. Al Ries et Jack Trout, Marketing Warfare, McGraw Hill.
8. Theodore Levitt, L'imagination au Service du Marketing, Economica.
9. Bernard Cathelat, Socio-styles-système: les styles de vie, théorie, méthodes, applications, Éditions d'Organisation.
10. Jean-Louis Swiners et Jean-Michel Briet (préf. Philippe Guillaume), Warketing ! : une autre vision de la stratégie, Paris, ESF.
11. Steven Silverman, « An Historical Review and Modern Assessment of the Marketing Mix Concept », 7th Marketing History Conference Proceedings, Vol. VII.
12. James F. Moore, The Death of Competition: Leadership and Strategy in the Age of Business Ecosystems, Harperbusiness.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Basic Education Unit. Professor in Charge of the Teaching Unit:**

**Course "4" Title: Modern Trends in Public Relations. Credit: 5. Contact Hours: 2.**

**Educational Objectives:** This course aims to introduce students to modern trends produced by studies and media experiments in the field of public relations. It also aims to enhance students' skills in researching updates in public relations and develop their attitudes toward the specialization as an evolving field requiring continuous knowledge.

**Prerequisite Knowledge:** Students need to have a theoretical and methodological background acquired from the undergraduate level in public relations studies. This includes a good understanding of research techniques, statistics, interview techniques, and communication skills.

**Course Content:** This course focuses on the evolving nature of public relations and explores modern trends related to the production of public relations materials.

**1. Modern Trends in Public Relations:**

- The nature of change in public relations.
- Modern trends related to the production of public relations materials.
- Modern trends related to the production of online public relations materials.
- Modern trends related to public relations theories.
- Modern trends related to public relations research.

**Assessment Method:** Written exam + other assignments + reading card + group discussion.

**References:**

1. Al-Adawi Fahmi Mohamed: "New Concepts in Public Relations," Osama Publishing and Distribution, Oman, 2001.
2. Zahoor Karam, Digital Literature: Cultural Questions and Conceptual Contemplations, Vision for Publishing and Distribution, 1st edition, Cairo, 2009.
3. Bahaa al-Din Muhammad Mazyad, Virtual Communities as Alternatives to Real Societies: The Book of Faces as a Model, United Arab Emirates University, 2012.
4. Ali Muhammad Rahouma, Political and Media Psychology, Hamed Bookstore for Publishing and Distribution, 2008.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Curriculum Teaching Unit. Professor in Charge of the Teaching Unit:**

**Course "1" Title: Public Opinion Evaluation. Credit: 4. Contact Hours: 2.**

**Educational Objectives:** This course aims to control the process of conducting field research, enhance students' knowledge of various specializations, and connect different fields of knowledge. It also aims to develop students' observation and analysis skills and enable them to expand their understanding to the field of practical work in production and service institutions.

**Prerequisite Knowledge:** Students should have a solid foundation in the initial principles of methodology and its connection to theoretical heritage. They should also be well-versed in research techniques, statistics, interview techniques, and communication skills.

**Course Content:** This course focuses on in-depth methodological knowledge that enables students to produce scientific knowledge in their specialization.

**1. Theoretical Aspect (10% of the Course):**

- Skills of observation and analysis used in social sciences, especially sociology and media studies.

**2. Field Aspect:**

- Applications of opinion polls in the field.
- Learning survey skills and techniques.
- Business plan models.
- Producing surveys.
- Sample definition and organization.
- Logistics requirements.
- Field investigation organization.
- Data collection, analysis, interpretation, and identification of various applications of the results.

**Assessment Method:** Written exam + other assignments + individual research projects.

**References:**

1. Zahoor Karam, Digital Literature: Cultural Questions and Conceptual Contemplations, Vision for Publishing and Distribution, 1st edition, Cairo, 2009.

2. Bahaa al-Din Muhammad Mazyad, *Virtual Communities as Alternatives to Real Societies: The Book of Faces as a Model*, United Arab Emirates University, 2012.
3. Ali Muhammad Rahouma, *Political and Media Psychology*, Hamed Bookstore for Publishing and Distribution, 2008.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Curriculum Teaching Unit. Professor in Charge of the Teaching Unit:**

**Course "2" Title: Quantitative and Qualitative Approaches. Credit: 3. Contact Hours: 2.**

**Educational Objectives:** This course aims to familiarize students with the relationship between quantitative and qualitative approaches, provide essential information for conducting good research, and emphasize the importance of combining both approaches in research.

**Prerequisite Knowledge:** Students should have a basic understanding of the initial knowledge in the methodology of communication and media studies.

**Course Content:** This course focuses on theoretical knowledge about scientific research and development.

- 1. What is Research and Development:**
  - Definition and characteristics.
  - Prerequisites for scientific research.
  - Traits required in a researcher.
- 2. Types of Scientific Research:**
  - Quantitative and qualitative research.
  - The general characteristics of qualitative research.
  - Comparison between quantitative and qualitative research.
  - Combining qualitative and quantitative approaches.
  - Comparison between humanistic and applied research.
- 3. Strategies of Quantitative Research:**
  - Descriptive approach.
  - Experimental approach.
  - Comparative approach.
  - Historical approach.
- 4. Qualitative Research Methods:**
  - Case study method.
  - Phenomenological study method.
  - Document analysis method.
- 5. Sampling in Quantitative and Qualitative Research:**
  - Sample types and definitions.
  - Sampling methods.

**6. Data Collection and Analysis:**

- Methods of data collection in quantitative and qualitative research.
- Data analysis and presentation in quantitative and qualitative research.
- Documenting information sources.

**Assessment Method:** Written exam + other assignments + project presentation.



**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Exploratory Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Rhetoric and Communication. Credit: 1. Contact Hours: 1.**

**Educational Objectives:** After successfully completing this course, the student should be able to rethink rhetoric and communication in terms of the specificity of effective communication and speech. The course aims to equip students with the ability to communicate persuasively and highlight the role of language and rhetoric as tools for facilitating effective communication.

**Prerequisite Knowledge:** Students are required to have a basic understanding of the fundamental concepts related to persuasive communication techniques required for practicing public relations and advertising professions. The persuasive process requires various skills and methods for effective communication.

**Course Content:** This course relies on contemporary transformations in the field of new rhetoric, particularly influenced by Lloyd Bitzer. It emphasizes the importance of constructive communication based on the proper use of linguistic mechanisms, rhetorical expressions, exchange, and the use of repetition, emphasis, and rhetorical devices such as metaphor, logical mechanisms, and analogy. The course also explores the role of constructive criticism in public discourse and introduces the new discourse theory.

**1. Foundations of Rhetoric and Communication:**

- Concept of rhetoric and its objectives and importance.
- Elements of communication.
- Methods and types of rhetoric.
- Parts of rhetoric.
- The origin and evolution of rhetoric.
- Relationship between rhetoric and communication.

**2. Art of Persuasion:**

- Types of technical evidence.
- Literary communication.
- Current state.
- Sound transmission and reception.
- Relationship between Arabic rhetoric and communication.
- Argument and debaters in new rhetoric.
- Statement and persuasion.

**Assessment Method:** Written exam + other assignments + project presentation.

**References:**

4. Salah Fadl: Rhetoric of Discourse and the Science of Text, World of Knowledge Series, Kuwait National Council for Culture and Arts, Issue 164, 1992.
5. Said Yaktine, From Text to Interconnected Text: Introduction to the Aesthetics of Interactive Creativity, Arab Cultural Center, 1st edition, Morocco, 2005.
6. Hatem Ben Othman, Globalization and Culture, Arab Institute for Studies and Publishing, 1st edition, Oman, 1999.
7. Zahoor Karam, Digital Literature: Cultural Questions and Conceptual Contemplations, Vision for Publishing and Distribution, 1st edition, Cairo, 2009.
8. Bahaa al-Din Muhammad Mazyad, Virtual Communities as Alternatives to Real Societies: The Book of Faces as a Model, United Arab Emirates University, 2012.
9. Ali Muhammad Rahouma, Political and Media Psychology, Hamed Bookstore for Publishing and Distribution, 2008.
10. Samir Ibrahim Hassan, Culture and Society, Dar al-Fikr, Damascus, Syria, 1st edition, 2007.
11. Jaber Asfour, Towards a Different Arab Culture, Dar al-Masriah al-Lubnaniah, 1st edition, Cairo, 2008.
12. Fatima al-Bariki, Introduction to Interactive Literature, Dar al-Thaqafa for Publishing and Distribution, 1st edition, Morocco, 2007.
13. Khaled Azzab, Ahmed Mansour, The Knowledge Vessel: From Stone to Instant Publishing, Alexandria Library for Publishing and Distribution, 1st edition, Cairo, 2008.
14. Nabil Ali, Arab Culture and the Information Age, World of Knowledge Series, 1st edition, Kuwait, 2001.
15. Hamad Mahmoud al-Dokhi, Poetic Montage in Contemporary Poetry, Arab Writers Union, Damascus, 2009.
16. Khaled al-Ruwai, The Siege of Culture in the Age of the Internet, Dar al-Shorouk, 2nd edition, Egypt, 2003.
17. Christelle Reggiani: Introduction to Rhetoric; Hachette Paris 2001.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Exploratory Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "2" Title: Discourse Analysis. Credit: 1. Contact Hours: 1.**

**Educational Objectives:** This course, under the supervision of Dr. Nabilah Boukhabza, aims to provide students with an advanced understanding of public communication and public relations. It offers a deeper understanding of the role of language in communication strategies and how to edit, critique, and analyze various speeches.

**Prerequisite Knowledge:** Students are expected to have specific knowledge of media, official, and public discourse and how to analyze them.

**Course Content:** The course explores the complex relationship between discourse and communication cultures that permeate the worlds of institutions, media, and the economy.

**1. Concept of Discourse and its Characteristics:**

- Types of discourse.
- Schools of discourse analysis.
- Linguistic and media discourse analysis.
- Michel Foucault and discourse analysis.
- Semiotic discourse analysis.

**2. Critical Discourse Analysis:**

- Discourse analysis in the framework of cultural analysis.
- Critical analysis of media discourse and conversation.
- Discourse analysis within the framework of cultural analysis.
- Critical analysis of media discourse.
- The difference between text, discourse, and speech.
- Types of texts.
- Argumentative text.

**3. Effective Discourse:**

- Discourse structure.
- Strategy of influence on the addressee.
- Practices and application models.

**Assessment Method:** Written exam + other assignments.

## References:

1. "Le dialogue dans un modèle de discours," Cahiers de linguistique française, 17, Geneva, University of Geneva, 1995.
2. "De la compétence sociale de communication aux compétences de discours," in COLLES L. et alii (eds), Didactique des langues romanes. Le développement de compétences chez l'apprenant, Louvain-la-Neuve, DeBoeck-Duculot, 2001, 34-43.
3. Durkheim E., Formes élémentaires de la vie religieuse, Paris, 1968.
4. "Discours d'information médiatique. La construction du miroir social," Paris, Nathan-Ina, 1997.
5. Mالدیدیر D., (ed.), L'inquiétude du discours. Textes de Michel Pêcheux, choisis et présentés par D. Mالدیدیر, Paris, Editions des Cendres, 1990.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Exploratory Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Labor Legislation. Credit: 1. Contact Hours: 1.**

**Educational Objectives:** This course aims to enable students to understand the concepts related to the organization, get an overview of its functions and types, and acquire knowledge of the legal and legislative framework of the labor sector and public service in Algeria.

**Prerequisite Knowledge:** Students are required to have a basic understanding of the legal fundamentals in the organization and the administrative rights and duties of work.

**Course Content:**

**1. Nature of the Organization:**

- Definition and concept.
- Elements and functions of the organization.
- Difference between organization and institution.
- Types of organizations and forms of organizational structure and conditions.

**2. Origins of Labor Law and Factors of its Evolution:**

- Early beginnings of labor law and factors influencing its evolution.
- Political and economic factors.
- Professional and social factors.
- Sources of labor law.
  - Internal and international or external sources.
  - Interpretative and professional sources.
- Emergence and development of labor law in Algeria.
  - Pre-independence period.
  - Period between 1962-1989.
  - Transition to the capitalist economy after 1990.

**3. Comparison between Employment Contract and Civil Service Employment:**

**Assessment Method:** Continuous monitoring, exams, etc. (The preference is left to the discretionary power of the training team.)

**References:**

1. Jamel Alifa: Media and Communication Institutions, Functions, Structures, Roles, Algeria, 2010.

2. Ahmed Slimane: Mechanisms for Settling Labor Disputes and Social Security in Algerian Law, 2005.
3. Abdessalam Dhib: Algerian Labor Law and Economic Transformations, Dar Al-Qasbah Publishing, 2003.
4. Rashid Rashid: Explanation of Individual and Collective Employment Relationships in Light of Algerian Law, Algeria, 1991.
5. Derieux (E.): Dictionary of Media Law, ed. Legipresse, 2004.
6. Derieux (E.): Media Law – French, European, and International Law, ed. L.G.D.J., 2008.
7. Dreyer (E.): Information Law – Criminal Liability of the Media, ed. Litec, 2002.

**Master's Title: Communication and Public Relations. Semester: First. Unit Title: Horizontal Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Intercultural Communication. Credit: 1. Contact Hours: 1.**

**Educational Objectives:** The course aims to develop students' abilities in translation and a good understanding of foreign texts.

**Prerequisite Knowledge:** Proficiency in the fundamentals of the programmed language.

**Course Content:** Students can choose between French and English, considering that the training and linguistic teaching vocabulary is related to the specialization. Specialized texts in political and social communication will be provided to help students master the terminology of this field.

**Assessment Method:** Continuous monitoring.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Basic Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Epistemology of Media and Communication Sciences. Credit: 5. Contact Hours: 3.**

*No additional information provided for the professor's name.*

**Educational Objectives:** This course aims to provide students with a cognitive understanding of complex concepts in communication and to control the techniques and strategies of public relations.

**Prerequisite Knowledge:** Students should have a solid understanding of organizational and institutional communication.

**Course Content:**

- Concept of communication and its role in organizations.
- Elements and administrative communication.
- Tasks, means, and classifications of communication.
- Communication skills and their effectiveness.
- Listening skills.
- Thinking skills.
- Information acquisition skills.
- Components of communication in dealing with others.

- Communication obstacles.
- Methods to improve communication.

**Assessment Method:** Written exam + other assignments.

**References:**

1. Mahmoud Youssef: *Communication in the Age of Globalization, Role, and Challenges*, 2nd edition, Dar Al-Nahda Al-Arabiya, Beirut, 2001.
2. Nacer Bouali: *Satellite Television and its Impact on Youth in Algeria*, Ain M'lila, Dar Al-Huda for Printing, 2005.
3. Nabil Ali: *Culture and the Information Age*, Kuwait, Al-Aalam Al-Maarifa, 2001.
4. El-Said Boumaiza: *The Socio-Cultural Impact of Communication Technologies*, Algerian Journal of Communication, No. 14, 1996.
5. Jürgen Habermas: *The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society*, Payot, Paris, 1997.
6. Bernard Miège: *Society Conquered by Communication*, Volumes 1 and 2, Presses Universitaires de Grenoble, Grenoble, 1996 (Vol. 1) and 1997 (Vol. 2).
7. Richard Sennett: *The Fall of Public Man*, Seuil, Paris, 1979 (translated from *The Fall of Public Man*, 1973).
8. Virginie Picon-Lefebvre (ed.): *Modern Public Spaces, Situations and Proposals*, Le Moniteur, Paris, 1997.
9. Eric Charmes: *The Street: Village or Set?*, Grâne, Créaphis, 2006.
10. J.-P. Tabin, R. Knüsel, C. Ansermet: *Fighting against the Poor. Policies against Begging in the Canton of Vaud*, Lausanne: Éditions d'En bas, 2014.



**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Basic Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "2" Title: Planning in Public Relations. Credit: 5. Contact Hours: 2.**

*No additional information provided for the professor's name.*

**Educational Objectives:** The course aims to provide students with expertise in planning techniques and control techniques in public relations, including their strategies.

**Prerequisite Knowledge:** Students are required to be familiar with organizational and institutional communication.

**Course Content:**

- Introduction to administrative planning concepts.
- Skills development in designing administrative plans and policies in competitive environments.
- Developing students' analytical abilities using scientific theories and principles in public relations management.
- Mechanisms and strategies of planning, with a focus on communication that promotes and improves the organization's image.

**Assessment Method:** Written exam + other assignments.

**References:**

1. Ali Ajwa: The Scientific Foundations of Public Relations, World of Books, Cairo, 2000.
2. Mahmoud Youssef: Management and Planning of Public Relations, Dar Al-Arabiya for Publishing and Distribution, 2008.
3. Mahdi Zuwailif: Public Relations, Theory and Methods, Al-Falah Office, Kuwait, 1999.
4. Mohamed Naji Al-Jawhar: Principles and Contemporary Applications of Public Relations, Dar Al-Qeem, Dubai, 2004.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Basic Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "3" Title: Communication Skills in Public Relations. Credit: 5. Contact Hours: 2.**

*No additional information provided for the professor's name.*

**Educational Objectives:** The course aims to enable students to have cognitive control over similar and complex concepts such as listening, critical thinking, and the ability to act skillfully.

**Prerequisite Knowledge:** Theoretical knowledge of communication theories, good speaking and listening skills, and the ability to utilize information are required to enable students to quickly extract results that help in decision-making.

**Course Content:**

- Concept, role, and objectives of communication.
- Concept and elements of administrative communication.
- Tasks, means, and classifications of communication.
- Communication skills and their effectiveness.
- Listening skills.
- Thinking skills.
- Information acquisition skills.
- Components of communication in dealing with others.
- Communication obstacles.
- Methods to improve communication.

**Assessment Method:** Written exam + other assignments + reading card.

**References:**

1. Mei Abdullah Sinu, Communication in the Age of Globalization, Role, and Challenges, 2nd edition, Dar Al-Nahda Al-Arabiya, Beirut, 2001.
2. Nacer Bouali, Satellite Television and its Impact on Youth in Algeria, Ain M'lila, Dar Al-Huda for Printing, 2005.
3. Nabil Ali, Culture and the Information Age, Kuwait, Al-Aalam Al-Maarifa, 2001.
4. The Scientific Foundations of Public Relations by Ali Ajwa, World of Books, Cairo, 2000.

5. Management and Planning of Public Relations by Mahmoud Youssef, Dar Al-Arabiya for Publishing and Distribution, 2008.
6. Public Relations, Theory and Methods by Mahdi Zuwailif, Al-Falah Office, Kuwait, 1999.
7. Principles and Contemporary Applications of Public Relations by Mohamed Naji Al-Jawhar, Dar Al-Qeem, Dubai, 2004.
8. Jürgen Habermas, The Structural Transformation of the Public Sphere: An Inquiry into a Category of Bourgeois Society, Payot, Paris, 1997.
9. Bernard Miège, Society Conquered by Communication, Volumes 1 and 2, Presses Universitaires de Grenoble, Grenoble, 1996 (Vol. 1) and 1997 (Vol. 2).
10. Richard Sennett, The Fall of Public Man, Seuil, Paris, 1979 (translated from The Fall of Public Man, 1973).
11. Virginie Picon-Lefebvre (ed.), Modern Public Spaces, Situations and Proposals, Le Moniteur, Paris, 1997.
12. Eric Charmes, The Street: Village or Set?, Grâne, Créaphis, 2006.
13. J.-P. Tabin, R. Knüsel, C. Ansermet, Fighting against the Poor. Policies against Begging in the Canton of Vaud, Lausanne: Éditions d'En bas, 2014.

**Semester: Second. Unit Title: Pedagogical Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "4" Title: Persuasive and Argumentative Communication. Credit: 5. Contact Hours: 2.**

*No additional information provided for the professor's name.*

**Educational Objectives:** The course aims to enable students to understand the basics of persuasion, argumentation, and communication based on arguments, allowing them to control the fundamentals of persuasion.

**Prerequisite Knowledge:** Students should be aware of the fundamentals of persuasive and argumentative communication.

**Course Content:**

- Importance of preparing individuals to respect others' opinions and positive debating.
- Persuasive and argumentative communication.
- Concept of communication.
- Concept of persuasion.
- Concept of persuasive communication.
- Argumentation and communication.
- Concept of argumentation.
- Characteristics and fields of argumentation.
- Argumentation in communication.
- Approaches to argumentation.
- Rhetorical approaches.
- Logical approaches.
- Linguistic approaches.
- Mechanisms of argumentation and rhetorical, logical, and linguistic mechanisms.
- Arrangement of parts of speech and the course of argumentation in discourse:  
Thesis/Evidence/Explanation/Result.
- Persuasion methods.

**Assessment Method:** Written exam + other assignments.

## References:

1. Robalt Saldini: The Influence in the Means of Persuasion, translated by Saad Jalal, Dar Al-Fikr Al-Arabi, Cairo.
2. Mohammed Ibrahim Obeidat: Social Marketing, Jordan University, Dar One for Publishing, First Edition.
3. Emad Makawi Hassan and Leila Hussein Al-Yad: Communication and Its Contemporary Theories, Second Edition.
4. Fouad Kamil and others: Concise Philosophical Encyclopedia, Beirut, Al-Qalam.
5. Mohammed Ibrahim: Communication and Human Behavior, Al-Beitass Center for Publishing and Distribution, Alexandria, 1999.
6. Mohammed Ibrahim Obeidat: Social Marketing, Jordan University, First Edition, Dar Wael for Publishing, 2004.
7. Mohammed Al-Juhari and others, Sociology and the Study of Media and Communication, Dar Al-Ma'arif University, Alexandria, 1992.
8. Mohammed Abdul Hamid: Theories of Media and Impact Trends, Third Edition, Alam Al-Kutub, 2000.
9. Henry Porline: Written Argumentation: Expression and Communication, Paris, Hachette Larousse, 1983.
10. Jean Blaisse Grise: Argumentation: Explanation or Seduction, Paris.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Methodological Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Methodology Forum. Credit: 4. Contact Hours: 2.**

*No additional information provided for the professor's name.*

**Educational Objectives:** The goal of this forum is to provide students with the opportunity to present their research projects and discuss them with their peers and the professor leading the forum.

**Prerequisite Knowledge:** Students should have familiarity with research methodologies.

**Course Content:**

- Concept of science and scientific research.
- Stages of the evolution of scientific research.
- Characteristics of scientific research.
- Steps of scientific research.
- Some methodologies of scientific research.
- Descriptive methodologies.
- Experimental methodology.
- Steps in building the theoretical framework of research.
- Choosing the research title.
- Identifying the problem.
- Hypotheses, concepts, and previous studies.
- Field procedures for scientific research.
- Inspection.
- Observation.
- Interview.
- Presentation of data.
- Presentation of the results of scientific research.
- How to present a research project.

**Assessment Method:** Written exam + other assignments.

## References:

1. Ahmed Bin Morsli: *Research Methodologies in Media and Communication Sciences*, 2nd edition, Diwan of University Publications, Algiers, 2005.
2. Maurice Angers, *Methodology of Scientific Research in the Humanities*, translated by Bouzid Sahrawi and others, Dar Al-Qasbah for Publishing, 2nd edition, Algiers, 2006.
3. Shafiq Muhammad, *Scientific Research, Methodological Steps for Preparing Social Research*, First Edition, Alexandria, Modern University Office, 1998.
4. R. Weimer and J. Dominique, *Media Research Methodologies*, translated by Saleh Khalil Abu Asba', Sabra for Printing and Publishing, Damascus, 1989.
5. R. Giflion and B. Matalon: *Modern Social Research Methodologies and Applications*, translated by Ali Salim, Ministry of Culture and Information, Baghdad, 1986.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Methodological Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "2" Title: Quantitative and Qualitative Approaches in Social Research. Credit: 3. Contact Hours: 2.**

*No additional information provided for the professor's name.*

**Educational Objectives:** The course aims to introduce students to quantitative and qualitative approaches in social research and their various applications in the fields of media, communication, and other social domains.

**Prerequisite Knowledge:** Students need to have a theoretical and methodological background acquired during their undergraduate studies.

**Course Content:**

1. Definition of the difference between approach, methodology, method, and tool.
2. Distinction between quantitative and qualitative approaches: a. Conceptual differences. b. Epistemological differences.
3. Methodological and instrumental differences between quantitative and qualitative approaches: a. Procedural differences. b. Differences in objectives. c. Differences in tool usage. d. Statistics in quantitative research.
4. Dominant paradigms in media and communication sciences and their relationship with quantitative and qualitative approaches.
5. Models of research methodologies and tools from both quantitative and qualitative approaches: a. Content analysis. b. Discourse analysis. c. Semiological analysis. d. Ethnographic approach. e. Other models.

**Assessment Method:** Written exam + other assignments + reading card.

**References:**

1. Amer Qandeelji: Scientific Research and the Use of Traditional and Electronic Information Sources, Dar Al-Masira for Publishing, Distribution, and Printing, Jordan.
2. Maurice Angers: Methodology of Scientific Research in the Humanities - Practical Exercises, translated by Bouzid Sahrawi and others, Dar Al-Qasbah for Publishing, Algeria.
3. Raymond Boudon: Sociology Methodologies, Awwaidat Publications, Beirut, 1980.



4. Kamal Abdel Hamid Zaitoun: Design of Qualitative Research and Electronic Data Processing, Alam Al-Kutub, Cairo, 2006.
5. Khamis Taam Allah: Research Methodologies and Tools in the Social Sciences, University Publishing Center, Tunisia, 2004.
6. Arabi Abdel Qader: Qualitative Methodologies in the Social Sciences, Dar Al-Fikr, Damascus, 2007.
7. Abdel Hamid Mohammed: Content Analysis in Media Research, Dar and Library Al-Hilal, Beirut, 2009.
8. De KETELE Jean-Marie et ROEGIERS Xavier, Méthodologie du recueil d'informations, Ed Expérimentale, De Boeck—Bruxelles, 1991.
9. DESLAURIERS Jean-Pierre, Les méthodes de la recherche qualitative, Presses de l'Université de Québec, 1988.
10. BLANCHET Alain, GOTMAN Anne, de SINGLY François: L'Enquête et ses méthodes, l'entretien, Paris: Nathan Université 1992.
11. Madelaine Grawitz, Méthodes des sciences sociales, 9e édition, Dalloz, Paris, 1993.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Exploratory Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Campaign Design. Credit: 1. Contact Hours: 1.**

*No additional information provided for the professor's name.*

**Educational Objectives:** The course aims to equip students with methods for designing campaigns in general, with a focus on social, electoral, and public relations campaigns. The emphasis is on understanding the importance of campaigns, reasons for their emergence, reasons for failure, and preparing students to address shortcomings in their design.

**Prerequisite Knowledge:** Students should have acquired skills and knowledge in campaign preparation methodologies and tools, as well as the essential elements in achieving the set goals.

**Course Content:** This is primarily an applied course, with a focus on fieldwork. Examples from the local environment are provided, showcasing live practices of marketing campaigns that addressed local issues. The course assigns students the task of dividing the community into subgroups to guide campaigns, relying on the role of media and word of mouth in the success of their campaigns. The course plan includes:

- Definition and importance of campaigns.
- Setting campaign objectives.
- Campaign programming.
- Steps of campaigns.
- Execution, monitoring, and evaluation.
- Performance and impact assessment.
- Organization of conferences and public relations.
- Success factors and reasons for failure in campaigns.
- The relationship between campaigns and new media.

**Assessment Method:** Written exam + other assignments.

**References:**

1. Mac Gayre: The Theoretical Foundations of Campaigns, translated by Said Boumaiza, Algerian Journal of Communication, Issue 12, 1994.

2. Mohammed Ibrahim Obeidat: Social Marketing, Dar Wael for Printing, Publishing, and Distribution, 2004.
3. Michel Le NET: The Announcing State, Techniques, Doctrine, and Morals of Social Public Communication, Organization Edition, Paris, 1982.
4. Michel Le NET: Public Communication, Practices of Public Information Campaigns, Discovery Edition, Paris, 1990.
5. Hassan Emad Makawi: Leila Hussein Al-Sayed: Communication and Its Contemporary Theories, The Egyptian Language House.
6. Jihan Ahmed Rushti: Scientific Foundations of Media Theory, Dar Al-Fikr Al-Arabi, Cairo, 1978.
7. Mohamed Yarkan, Persuasive Communication through the Art of Oratory, Master's Thesis in Media and Communication Sciences, University of Algiers, 1999/2000.
8. J. Mac Gayre: The Theoretical Foundations of Campaigns, Translation by Said Boumaiza: Algerian Journal of Communication, Issue 11, 12, 1995.
9. Samir Mohamed Hussein: Mass Communication and Public Opinion, Al-Hilal, Beirut, 1984.
10. Dale Carnegie: The Impact on the Masses through Oratory: Translation by Ramzi Nansi and Azzat Fahim Saleh: Dar Al-Fikr Al-Arabi, Cairo.
11. The Jawad Abdel Jawad: The Role of Communication Campaigns in Changing Human Behavior, Al-Najah Research Magazine, Issue 2, Volume 20, 2002.
12. Fouad Abdel Moneim Al-Bakri: Social Marketing and Planning Advertising Campaigns, Alam Al-Kutub, Cairo.
13. Safwat Al-Alam: Political Communication and Election Propaganda, Dar Al-Nahda Al-Arabiya, Cairo, 2005.
14. Nabilah Bukhbza: Applications of Public Communication Techniques Applied in Public Campaigns, Theoretical Study, Doctoral Thesis in Media and Communication, 2007, Algeria.
15. Additional references in the same field.
  - Demont. A Kempf Mrapidel. C- scibetta: Communication des entreprises; strategie et pratique Armand Collin 2005.
  - Denis Lindon Le Marketing Publique et Sociale, Dallog Gestion Marketing. Collection dirigée par Jacques Lendrevie 1976.
  - Ernest Dishter: Le Management Qualitatif Communication et Motivations Berti édition Alger 1991.
  - Henry Joannis: L'Étude de Motivation à la Création et à la Promotion des Ventes, 3eme édition Dunod; Paris 1976.
  - George Lewi: La Marque- éd. Librairie Vuibert 1999.
  - Lendrevie et Lindon: Mercator, Théorie et Pratique du Marketing Dalloz 2000.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Exploratory Teaching Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "2" Title: Communication Technology and Public Space. Credit: 1. Contact Hours: 1.**

*No additional information provided for the professor's name.*

**Educational Objectives:** Communication Technology and Public Space: Empower students with cognitive control of complex concepts such as public space, institutional communication, public relations, and their intersections. Explore societal discussions on public issues with their complexities. Define students' understanding of political, economic, and cultural actors active in public space, including political class, civil society, media, economic institutions, and cultural organizations.

**Prerequisite Knowledge:** Students should have familiarity with the concept of public space, its origins, and connections. Theoretical knowledge of communication theory is also required.

**Course Content:** Conceptual and applied study of public space, public communication, institutional communication, and the relationships and intersections between them. Clarify the relationship between public space, media freedom, expression freedom, and rational thinking that encourages logical reasoning and the strength of argumentation. Emphasize the need for students to recognize that freedom, while broad, is only limited by the freedom of others, virtue constraints, ethics, and societal requirements. With the birth of the internet and the increasing communicative role, social media blur the line between public and private, altering political practices. It is essential for students to grasp the concept of public space, which has gained pivotal importance in communication sciences. Highlight the significance of discussions around the relationship between public space, political space, and media space. Given the varying perspectives on whether these sites contribute to the dispersion and depletion of public space or offer a historic opportunity to overcome exclusion tendencies in bourgeois public space, students are urged to reassess the concept of public space from sociological and communicative perspectives, beyond political angles. Amidst the decline of the Habermasian concept of public space, the question arises about the status of public space in the Algerian context, assuming its existence, considering the increasing use of social networking sites:

1. General introduction to information and communication technology.
2. Electronic space.
3. Information and knowledge society.
4. Habermasian public space.
5. Social networks as public space.

6. New media and public space.
7. Habermasian public space and social networks.
8. Technological applications for electronic public space.
9. Virtual reality and discussion forums as public space.
10. Electronic political websites as a space for public discussion.
11. Algeria and technological applications within the framework of public space.

**Assessment Method:** Written exam + other assignments.

**References: (Books, Publications, Internet Sites, etc.)**

1. Ahmed Abdel Hamid Al-Hanayyan: Evolution in Multimedia Programs, Perspectives of the Internet, Twelfth Year, Eleventh Issue, February 1999.
2. Arab Organization for Education, Culture and Science: Documentation Strategy, Information, and Future Action Plan, Tunisia, 1998.
3. Al-Husseini, Suleiman bin Salem (1430 AH) "Constants and Variables in the Knowledge Society," Conference on Islam and the Knowledge Society, Sultan Qaboos Center for Islamic Culture, Muscat, Oman, 4-5 Rabi' al-Awwal.
4. Khalifi Tarek Saeed Ahmed: Glossary of Media Terms, English-Arabic, 1st edition, Dar Al-Ma'arif University, 2008.
5. Abu Muqayyad Yahya Muhammad Ali: E-Government in Public Institutions in the Kingdom of Saudi Arabia, Riyadh, 2004.
6. Taamneh Mohammed Mahmoud and Sharif Al-Aloosh Road: E-Government and Its Applications in the Arab World, Publications of the Arab Organization for Administrative Development, Cairo, 2004.
7. Abu Azzah, Adel Hamad: Future Challenges in Implementing the Concept of Business Process Management in E-Government Initiatives, Al-Rakiesh World Magazine, Issue 185, 2006.
8. Ahmed Al-Nadi Nour al-Din and others: Traditional and Electronic Advertising, 1st edition, Arab Community Library for Publishing and Distribution, Amman, 2011.
9. Iman Muhammad Al-Ghorab: E-Learning: Introduction to Traditional Training, Arab Administrative Development Organization, Cairo, 2003.
10. Hisham Muhammad Fareed Rustom: Penal Code and Risks of Information Technology, 1st edition, Modern Machines Library, Assiut, 1992.
11. Laakab Muhammad: The Internet and the Age of Information Revolution, Algeria, Dar Homa, 1999.

12. Laakab Muhammad: Digital Media and Communication, 1st edition, Dar Homa for Publishing and Distribution, Bouzareah, Algeria.
13. Mekawi Hassan Imad: Modern Communication Technology in the Information Age, 3rd edition, Egyptian-Lebanese House, Cairo, March 2003.
14. Zairi Belkacem and Daloubashi Ali: The Nature of E-Commerce and Its Multiple Applications, Annual Scientific Conference of Information Technology and its Role in Economic Development, Faculty of Economics and Administrative Sciences, Zaituna University, 6-8 May 2002.
15. Said Abdel-Latif Hassan: Computer Crime Proof, 1st edition, Dar Al-Nahda Al-Arabiya, Cairo, 1999.
16. Sami Abdel Aziz and others: The Art of Advertising, Print Center of Cairo University, 2002.
17. Sayed Rabei Sayed: Multimedia Search Engines: Concept, Performance, Types, December 7, January 15, 2005.
18. Hussein Farouk Sayed: Cables: Transmission Media and Optical Fibers, Dar Al-Marateb Al-Jamiya, Beirut, 1990.
19. Kazem Najah: Arabs and the Age of Globalization, Information Fifth Dimension, 1st edition, Arab Cultural Center, Casablanca, 2002.
20. Ali Muhammad Abdul-Mannaim: Foundations of the Economics of Employment of Technological Innovations in the Field of Education, Journal of Educational Technology, Volume 5, October 1997.
21. Fath al-Bab Abdul-Halim Saeed: Towards a Better Understanding of Educational Technology: Multimedia in the Classroom, Educational Technology, Studies and Research, Volume 5, 1995.

**Master's Title: Communication and Public Relations. Semester: Second. Unit Title: Horizontal Education Unit. Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Foreign Language. Credit: 1. Contact Hours: 1.**

*No additional information provided for the professor's name.*

**Educational Objectives:** Employ foreign languages in future research and professional practice.

**Prerequisite Knowledge:** Students should be proficient in foreign languages.

**Course Content:**

- Foreign language rules.
- Familiarization with the features of political and social communication.
- Bibliography of foreign references related to Algeria.

**Language Options:** Students can choose between French and English.

**Course Content:** Training students to deliver presentations in French about the specialization and to analyze Western perspectives on it.

**Assessment Method:** Written exam + other assignments + reading card.

**Semester: Third Unit Title: Core Education Unit Professor in Charge of the Teaching Unit: [Professor's Name].**

**Course "1" Title: Advertising Credit: 5 Contact Hours: 2**

**Educational Objectives:** Providing students with mechanisms for reading and dissecting advertising messages and speeches of a commercial, political, or public interest nature.

*Ce cours vise à familiariser les étudiants et les étudiantes avec l'industrie de la publicité et ses méthodes. Plus précisément, ce cours tente de développer chez les étudiants et les étudiantes la capacité de planifier, de concevoir et de diffuser des messages ainsi que de développer une réflexion critique sur ces pratiques.*

**Prerequisite Knowledge:** Students should be familiar with theories of institutional communication.

## Course Content:

- Introduction to the function of advertising: commercial marketing, social marketing, political marketing, and particularly providing information on the strategies of economic institutions, public administrations, including the public sector, in promoting their policies and programs.
- Definition of advertising, communication elements, and objectives.
- Advertising and other communication forms.
- Difference between advertising and other branches of communication.
- Relationship between advertising and other sciences.
- Historical evolution of advertising mechanisms.
- From advertisement to the beginnings of advertising.
- Founding stage of advertising science.
- Basic dimensions of advertising: economic, psychological, cultural, and social.
- Mechanisms of advertising influence and persuasion.
- Commercial marketing.
- Studying the target audience.
- Marketing strategy.
- Advertising strategic communication plan.
- Promotion.
- Advertising creativity.
- Preparing advertising messages in the media.
- Studying advertising agencies and their evolution.
- Semiological analysis of advertising images and posters.
- Designing an advertising campaign.

**Assessment Method:** Written exam + other assignments.

## References:

1. Jacques Lendrevie Mercator : Théories et nouvelles pratiques du marketing Editeur Dunod 2009
2. Philip Kotler Broché Marketing Management 14e édition Dunod 2009
3. Jacques Lendrevie et Arnaud de Baynast, Publicitor : La communication 360° on line off line, Paris, Dunod, 2008, 7e éd., 669 p.
4. Henri Joannis et Virginie de Barnier, De la stratégie marketing à la création publicitaire : Magazines, Affiches, TV/Radio, Internet, Paris, Dunod, coll. « Fonctions de l'Entreprise », juin 2005, 2e éd., 473 p., broché



5. Philippe Malaval, Jean-Marc Décaudin et Christophe Bénaroya, Pentacom : Communication : théorie et pratique, Paris, Pearson Education, coll. « Marketing / Vente », septembre 2005, 760 p.
6. Claude Cossette et Nicolas Massey, Comment faire sa publicité soi-même, Montréal, Transcontinental, septembre 2002, 3e éd., 343 p.
7. Nathalie Blanc et Julien Vidal, Publicité et psychologie, Paris, In Press, coll. « Concept-psy », septembre 2009, 150 p.
8. Thomas Rouchié, Lire et comprendre la publicité, CLEMI/Retz, coll. « Pédagogie pratique », 2000, 136 p.
9. François Bernheim, Guide de la publicité et de la communication, Paris, Larousse, coll. « Totem », octobre 2004, 336 p., broché
10. Jean-Marc Buret, "Mâche ta pub avant de l'avalier" - Décortiquons la communication publicitaire, CentMilleMilliards, Mars 2013

**Semester: Third Unit Title: Core Education Unit Professor in Charge of the Teaching Unit:**  
**[Professor's Name].**

**Course "2" Title: Communication Culture within the Institution Credit: 5 Contact Hours: 2**

**Educational Objectives:** Enable the student to acquire accurate and advanced knowledge in the field of communication culture and provide a deeper understanding of the role of communication culture in the communication strategies of the institution. Additionally, employ public relations to enhance the institution's image in economic, administrative, and public sectors.

**Prerequisite Knowledge:** Students should be familiar with theories of institutional communication with an approach to the institution's culture.

**Course Content:**

- Understanding the complex relationship between communication culture and the image conveyed by the institution's members.
- Study of the communication directorate, focusing on the role of public relations in building trust, understanding, and improving relationships with the public.
- Concept of communication culture.
- General approaches to effective communication culture.
- Foundations of building communication culture in the institution.
- The importance of the communication system.
- Types of institutional communication and their characteristics.
- Effective communication methods.
- Communication networks within the institution.
- Importance of communication in administrative work.
- Good communication and its impact on productivity.
- The role of good communication culture in establishing human relationships.
- The impact of management on creating a good communicative climate.
- Requirements for effective communication.

**Assessment Method:** Written exam + other assignments.

**References:**

1. Jamil Ahmed Tawfiq: Business Administration, Introduction to the profession, Alexandria University Press.

2. Mohamed Fareed Al-Sahn: Business Administration, Alexandria University Press, 1997.
3. Manal Mahmoud Talaat: Fundamentals of Management Science: Modern University Office, Alexandria, 2003.
4. Ghareeb Abdel Samie Ghareeb: Communication and Public Relations in Contemporary Society, Shabab Al-Jamia Foundation, Alexandria, 2004.
5. Ghareeb Mohamed Saeed Ahmed: Sociology of Communication and Media, University Knowledge House, Alexandria, 1996.
6. Annie Batroli: Communication and Organization, Edition d'organisation, Paris, 1999.
7. Compion (J.I): Organization; University Edition, Paris, 1996.
8. Francis Vanoye: Communication Expression, Colin, Paris, 1973.
9. Pierre Lovart: Human Resource Management, Everolles Edition, University, Paris, 1991.

**Semester: Third Unit Title: Core Education Unit Professor in Charge of the Teaching Unit:**  
**[Professor's Name].**

**Course "3" Title: Crisis Communication Management Credit: 5 Contact Hours: 2**

**Educational Objectives:** Empower students to understand that real power lies in controlling communication, thwarting counter-control, and effectively managing crisis communication in their relationship with the public.

**Prerequisite Knowledge:** Theories of media and communication. The student should have acquired knowledge about the importance of communication in crisis management and fields of knowledge intersecting with the topic.

**Course Content:**

- Introduction to crisis communication.
- Concept of crisis.
- Types of crises.
- Causes of crises.
- Crisis management.
- Approaches to dealing with crises.
- Crisis diagnosis.
- Steps in dealing with crises.
- Principles of confrontation.
- Concept of communication.
- Communication tasks.
- Factors influencing effective communication.
- Crisis communication management system.
- Communication in the face of crises.
- The role of communication before, during, and after a crisis.
- Confronting hostile campaigns and rumors.
- Success during crises.
- Obstacles to crisis communication.

**Assessment Method:** Written exam + other assignments + building an information system.

## References:

1. Abbas Rashidi: Crisis Management in a Changing World, Cairo, Al-Ahram Publishing, 1993.
2. Atman Aman: Confronting Crises, Cairo, Egypt Arab Republic for Distribution, 1995.
3. Khodeiri Mohsen Ahmed, Crisis Management, Cairo, Madbouly Library, 1990.
4. Mustafa Higazi, Effective Communication in Human and Administrative Relations, University Foundation for Studies, Publishing, and Distribution, Beirut, 1997.
5. Yassin Amer, Administrative Communications and its Behavioral Approach, Dar Al-Marikh for Publishing, 1406-1986.
6. Mohamed Mohamed El-Tanoubi, Communication Theories, Alexandria University, 2001.
7. Hassan Imad Mekawi, Media and Crisis Management, Library Press, Egyptian Lebanese, 2005.
8. Ahmed Maher, How to Improve Managerial Skills in Communication, University Press, Alexandria, 1997.
9. Adeb Khodor, Media and Crises, Dar Al-Ayyam, DMML Printing and Publishing, 1999.
10. Daniel Bounoux et al., various works.
11. Manuel Castells, Communication and Power, Maison des Sciences de l'Homme (MSH), 2013.

**Master's Program Title:** Communication and Public Relations

**Semester:** Third

**Unit Name:** Basic Educational Unit

**Responsible Professor for the Educational Unit:** [Professor's Name]

#### **Course 4: Institutional Image and Comprehensive Communication**

- **Credit Hours:** 5
- **Contact Hours:** 2

#### **Educational Objectives:**

- Empowering students to understand the importance of the image an institution seeks to build through institutional communication.
- Enabling students to control the components of the institution's image, ensuring it aligns positively with the communication goals.
- Utilizing public relations to enhance the institution's image in economic, administrative, and public service contexts.

#### **Prerequisite Knowledge:**

- Proficiency in communication theories and the communication process, understanding their relationship with the institution's promoted image.

**Course Content:** Explaining the fundamentals of communication that contribute to creating a positive image and achieving the desired image while correcting public perceptions.

#### **Subject: Institutional Image and Comprehensive Communication**

- Public communication channels and their role in shaping the organization's image.
- Basics of the image, its concept, and historical evolution.
- Concepts related to the image, such as brand, fame, positioning, and their interrelation.
- Components and characteristics of the image.
- Forming and evaluating the image.
- The role of the general atmosphere within and outside the institution in conveying its image.
- Dimensions of the image.
- The process of shaping the image for the organization.
- Conditions and objectives for building a strategic image.

- Image management theory, its conditions, and challenges.
- The strategic path for comprehensive communication.
- Understanding the market and consumer behavior.
- Communication methods, including major media (press, radio, television, cinema), new media, promotion, event communication, sponsorships, and relations with the press.
- Internal communication techniques and functions.

**Assessment Method:** Written exam + Other assignments

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

1. Abu Qahf Abdul Salam: "Advertising Engineering and Public Relations and Their Applications," Beirut University, 2000.
2. Bakhawane Hamdi Abdel Kars: "Public Relations from the Perspective of Social Service," Modern Alexandria University Office, 2001.
3. El-Johari Mohamed Mahmoud: "New Trends in Public Relations," Anglo-Egyptian Library, Egypt, 1971.
4. Delaimi Abdul Rawwag Mohamed: "Introduction to Public Relations," Omani Culture, 2011.
5. Al-Zuhri Mohamed Mahfouz: "Public Relations: Problems and Solutions," 2004.
6. Al-Sahn Mohamed Fareed: "Public Relations: Principles and Applications," University Printing and Publishing House, Egypt, 2002-2003.
7. Al-Adawi Fahmi Mohamed: "New Concepts in Public Relations," Osama Publishing and Distribution, Oman, 2001.
8. Jacques Lendrevie Mercator: "Theories and New Practices of Marketing," Dunod Publisher, 2009.
9. Philip Kotler: "Marketing Management," 14th Edition, Dunod, 2009.
10. Jacques Lendrevie and Arnaud de Baynast: "Publicitor: 360° Communication, Online and Offline," Dunod, 2008.

**Master's Program Title:** Communication and Public Relations

**Semester:** Third

**Unit Name:** Curriculum Unit

**Responsible Professor for the Educational Unit:** [Professor's Name]

### **Course 1: Thesis Preparation**

- **Credit Hours:** 4
- **Contact Hours:** 2

### **Educational Objectives:**

- Empowering students to enter the field of scientific research by proposing, completing, and defending a thesis project before an arbitration committee.

### **Prerequisite Knowledge:**

- Proficiency in research methodology.

**Course Content:** Students propose a research project approved by the thesis supervisor. The project is presented to the training committee for final approval. Students work on applying theoretical and practical knowledge, utilizing department-provided references and sources to complete the project within specified deadlines.

**Assessment Method:** Thesis defense before a scientific committee.

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

1. Ahmed Ben Morsli: "Scientific Research Methods in Information and Communication Sciences," 2nd Edition, University Publications Office, Algeria, 2005.
2. Maurice Angers: "Methodology of Scientific Research in the Humanities," translated by Bouzid Sahrawi and others, Casbah Publishing, Algeria, 2006.
3. Mohamed Shafiq: "Scientific Research: Methodological Steps for Social Research Preparation," 1st Edition, Modern University Office, Alexandria, 1998.
4. Abdel Hamid Mohamed: "Audience Studies in Media Research," 1st Edition, Al-Kotob World, Cairo, 1993.
5. Maurice Angers: "Methodology of Scientific Research in the Humanities," translated by Bouzid Sahrawi and others, Casbah Publishing, Algeria, 2004.



6. Osman Hassan Osman: "Methodology in Writing University Research and Theses," Dar Al-Ma'arif, Cairo, 2000.
7. Maan Khalil Omar: "Objectivity and Analysis in Social Research," Dar Al-Afaq, Beirut, 1983.
8. Obeidat Zuqan and others: "Scientific Research: Concept, Tools, and Methods," Majdalawi Publishing and Distribution, Oman, undated.
9. Ihsan Mohamed Al-Hassan: "Scientific Foundations of Social Research Methods," Dar Al-Taliah, Beirut, 1986.
10. Ali Abdul Razzaq Jalbi: "Design of Social Research: Foundations and Strategies," Dar Al-Ma'arif University, Alexandria, 1985.
11. Roger Mucchielli: "Content Analysis of Documents and Communications," 6th Edition, French Social Editions, Paris, 1988.
12. Maurice Angers: "Practical Introduction to Social Sciences Methodology," Casbah, 1997.

**Master's Program Title:** Communication and Public Relations

**Semester:** Third

**Unit Name:** Exploratory Education Unit

**Responsible Professor for the Educational Unit:** [Professor's Name]

**Course 2: Production and Preparation of Public Relations Materials**

- **Credit Hours:** 3
- **Contact Hours:** 2

**Educational Objectives:**

- Familiarizing students with the techniques of producing and preparing public relations materials.
- Training students to control the tools and techniques of public relations, refining and directing their ideas to ensure the preparation of distinguished communication products.
- Providing students with the opportunity to present their research projects, discussing them with peers and the professor facilitating the course.

**Prerequisite Knowledge:**

- Students should have a familiarity with the principles of preparing public relations materials.

**Course Content:** Discussion of student projects.

**Assessment Method:** Written exam + Other assignments

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

5. Abu Qahf Abdul Salam: "Advertising Engineering and Public Relations and Their Applications," Beirut University, 2000.
6. Bakhawwage Hamdi Abdel Kars: "Public Relations from the Perspective of Social Service," Modern Alexandria University Office, 2001.
7. El-Johari Mohamed Mahmoud: "New Trends in Public Relations," Anglo-Egyptian Library, Egypt, 1971.
8. Delaimi Abdul Rawwag Mohamed: "Introduction to Public Relations," Omani Culture, 2011.
9. Al-Zuhri Mohamed Mahfouz: "Public Relations: Problems and Solutions," 2004.
10. Al-Sahn Mohamed Fareed: "Public Relations: Principles and Applications," University Printing and Publishing House, Egypt, 2002-2003.

**Master's Program Title:** Communication and Public Relations

**Semester:** Third

**Unit Name:** Exploratory Education Unit

**Responsible Professor for the Educational Unit:** [Professor's Name]

### **Course 1: Epistemology**

- **Credit Hours:** 1
- **Contact Hours:** 1

### **Educational Objectives:**

- Clarifying the importance of entrepreneurial education in promoting entrepreneurial spirit among university students.
- Highlighting essential concepts related to entrepreneurship and theories explaining them.
- Analyzing the reality and role of entrepreneurship in Algeria, considering data and statistics from the Algerian economy.
- Explaining the content of entrepreneurial education programs and their potential to enhance students' entrepreneurial spirit.
- Presenting teaching strategies in entrepreneurial education.
- Providing an overview of the reality of entrepreneurial education in some Arab countries.

### **Prerequisite Knowledge:**

- Students should have a good understanding of the role of entrepreneurial culture in promoting initiatives and encouraging investment for the creation of more small and medium-sized productive enterprises.

### **Course Content:**

- Entrepreneurship
- The origins of entrepreneurship
- Interpretations of entrepreneurship
- Terms related to entrepreneurship
- The nature of the entrepreneur
- Entrepreneur, change management, and enterprise management
- Terminological grounding of the entrepreneurial manager and leader
- The economic and social role of entrepreneurship

- The reality of entrepreneurship in Algeria
- The emergence and development of small and medium-sized enterprises in Algeria
- The importance of entrepreneurship in economic activity in Algeria
- Entrepreneurial education and entrepreneurial spirit
- Entrepreneurial construction and management
- Practices and pedagogical methods for entrepreneurial training
- Main obstacles to establishing connections with modern enterprises

**Assessment Method:** Written exam + Other assignments

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

**Books:**

1. Alain Fayolle, "Introduction à l'entrepreneuriat," Dunod, Paris, 2005.
2. Catherine Leger Janiou, "Le profil du créateur d'entreprise," Edition L'Harmattan, Canada, 1997.
3. Charles Hadji, "L'évaluation, règles du jeu," ESF éditeur, Paris, 6<sup>e</sup> édition 2000.
4. Hisrich R and Peters M, "Entrepreneurship," McGraw Hill, Boston, 5th Edition, 2002.
5. James JF Forest and Philip G Altbach, "International handbook of higher education," Springer, 2007.
6. Nacer Eddine Sadi, "La privatisation des entreprises publique en Algerie," Edition, Office des publications universitaires, France, 2006.
7. Robert Wtterwulghe, "La PME une entreprise humaine," De Boeck Université, Paris, 1998.
8. Sadek BAKHOUCHE, "La relation Education développement," OPU, Alger.
9. Sophie Boutillier et Dimitri Uzunid, "La légende de l'entrepreneur," Edition la découverte &

**Master's Program Title:** Communication and Public Relations

**Semester:** Third

**Unit Name:** Curriculum Educational Unit

**Professor in Charge of the Educational Unit:** [Professor's Name]

**Course 2: Public Relations Applications**

- **Credit Hours:** 1
- **Contact Hours:** 1

**Educational Objectives:**

- Provide students with practical applications of public relations, focusing on expanding their understanding of public relations and linking it to fieldwork.
- Familiarize students with some cases in the field of public relations in Algeria.

**Prerequisite Knowledge:**

- Students should have acquired skills and knowledge in the preparation of public relations materials, tools, and the basic elements needed to achieve public relations goals.

**Course Content:**

This is fundamentally an applied course, directing students to the field by providing examples from the local environment. Real-life marketing campaigns addressing local issues in the region where students live will be explored. The course involves dividing the community into sub-sections to guide the review of some case studies related to public relations programs in Algeria, analyzing and evaluating them.

**Assessment Method:** Written exam + Other assignments

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

1. Mac Gayer, "The Theoretical Foundations of Campaigns," translated by Said Boumaiza, Algerian Journal of Communication, No.12, 1994.
2. Michel Le NET, "L'Etat Annonceur, techniques, doctrine et morale de la communication publique sociale," Organization Edition, Paris, 1982.
3. Michel Le NET, "La Communication Publique, pratiques des compagnes d'information publique," La Découverte Edition, Paris, 1990.

**Master's Program Title:** Communication and Public Relations

**Semester:** Third

**Unit Name:** Horizontal Educational Unit

**Professor in Charge of the Educational Unit:** [Professor's Name]

**Course 4: Foreign Language**

- **Credit Hours:** 1
- **Contact Hours:** 1

**Educational Objectives:**

- Strengthen the student's ability to control the use of specialized concepts in French or English and guide them through the easiest ways to translate historical texts scientifically.

**Prerequisite Knowledge:**

- Proficiency in foreign languages.

**Course Content:**

Texts related to the specialization, produced in Western countries.

**Assessment Method:** Written exam + Other assignments

**Fourth Semester****Master's Program Title:** Communication and Public Relations**Semester:** Fourth**Course 1: Individual Work - Graduation Thesis****Professor in Charge of the Educational Unit:** [Professor's Name]**Educational Objectives:**

Enable students to enter the field of scientific research by proposing, completing, and defending a graduation thesis.

**Prerequisite Knowledge:**

Proficiency in scientific methodology.

**Course Content:**

Students propose a research project approved by the thesis supervisor. The project is presented to the training committee for final approval. Students use theoretical and practical knowledge, along with departmental resources, to complete the project within the specified deadlines.

**Assessment Method:** Thesis defense before a scientific committee.

**Master's Program Title:** Communication and Public Relations

**Semester:** Fourth

**Course 2: Personal Work - Internship in an Institution, Public Administration, or Political Party**

**Professor in Charge of the Educational Unit:** [Professor's Name]

**Educational Objectives:**

Conduct a field internship in an economic, administrative, or public facility.

**Prerequisite Knowledge:**

Ability to observe and administratively edit reports.

**Course Content:**

Utilize the internship and the collected observations and data to complete an internship report.

**Assessment Method:**

Evaluation of the internship by the specialization supervisor.