

Master in: Information and Communication Sciences

Speciality: Communication and Public Relations

Summary :

Training for the Master degree lasts for four semesters. Students during this period are provided with discipline- based knowledge and relevant contents that focus on Communication and public relations that aimed to help students understand ,interpret , analyze,and synthetise texts that are related to the field of Communication and public relations and boost their skills and abilities in the field and make them well prepared for their futur career. Besides,a thesis is submitted in partial fulfillment of the requirements of the degree of Master by the end of the last semester.

Field	Branch	Speciality
Human Sciences	Information and Communication Sciences	Communication and public relations

Second Semester 2			First Semester			education units
balance	coefficient	the scale	balance	coefficient	scale the	
5	2	Epistemology of media and communication sciences	5	3	Epistemology of media and communication sciences	_ education units
5	2	Planning in public relations	5	2	Public Relations Department	_ basic
5	2	Communication skills in public relations	5	2	Public communication and marketing	
5	2	Persuasive and argumentative communication	5	2	Modern trends in public relations	
4	2	Methodology Forum	4	2	evaluation of public opinion	_ education units
3	2	Quantitative and qualitative approaches	3	2	Quantitative and qualitative approaches	_ methodology
1	1	Campaign design	1	1	rhetoric	_ education units
1	1	Communication technology and public space	1	1	Discourse analysis Labor legislation	_ Exploration
1	1	foreign language	1	1	foreign language	Horizontal unit education
30	16	total hexagon	30	16	total hexagon	the total

Fourth semester			Third Semester			education units
balance	coefficient	the scale	balance	coefficient	the scale	
21	11	"Internship in the institution "graduation note	5	2	advertising	_ education units
09	05	forums	5	2	Communication culture within the organization	_ basic
			5	2	Communication and crisis management	
			5	2	Corporate image and overall communication	
			4	2	Prepare a note	_ education units
			3	2	Production and preparation of public relations materials	_ methodology
			1	1	entrepreneurship	_ education units
			1	1	Public relations applications in Algeria	_ Exploration
			1	1	foreign language	Horizontal unit education
			30	16	total hexagon	the total

Master of communication and public relations

The first semester :

Unit title : foundation teaching unit

Module : epistemology of information and communication sciences

Module content :

- 1- Introduction to epistemology : the concept, the functions, the main trends in epistemology,...
- 2- epistemology of information and communication :is branches of communication worth describing as sciences?
- 3- comunication epistemology : concepts and models
- 4- the positivist models : the information theory model-the two levels communication model...
- 5- the systemic models :- the sociometric model-the interactive model- the permutation model...
- 6- the structural models :the hypertext model-the situational model

The first semester :

Unit title : foundation teaching unit

Module : the public relations management

Module content :

- the concepts of public relations
- the theoretical and methodical approaches to public relations
- functions and objectives of public relations

- concepts and functions of public relations in various field : departments programs, tools of communication of public relations...
- types and organisation of public relations...
- the public relations management in various institution....

The first semester :

Unit title : foundation teaching unit

Module : communication and public marketing

Module content :

- The public communication : concept, characteristics, its relations with other types of communication....
- The public communication : techniques and tools...
- Marketing and its public field, its social and political uses....
- The social marketing : its stages and strategy...
- The stages of the market study: the marketing plan / setting goals / designing the strategy / identifying the target audiences...
- The marketing mix...
- Formulating the social marketing mix

The first semester :

Unit title : foundation teaching unit

Module : recent trends in public relations

Module content :

- Recent trends related to the production of public relations materials
- Recent trends related to the production of public relations materials via the Internet
- Recent trends related to public relations theories
- Recent trends related to public relations research

The first semester :

Unit title : methodical teaching unit

Module : the public opinion evaluation

Module content :

- Producing surveys...
- Techniques of opinion polls, sampling, data collection, analysis, interpretations...
- Techniques of opinino polls evaluation...

The first semester :

Unit title : methodical teaching unit

Module : quantitative an qualitative approaches

Module content :

- The scientiphic research : principles and requirements....
- Types of scientific research and points of divergence and convergence between them...

- Quantitative research and qualitative research and mixed methods....
- Quantitative research strategies: experimental / comparative / historical method...
- Qualitative research methods: a case study method, document analysis method...
- Sampling, data collection, presentation and analysis in both quantitative and qualitative research...

The first semester :

Unit title :prospective teaching unit

Module : rhetoric and communication

Module content :

- The rhetoric : the concept, styles, elements,...
- The relationship between rhetoric and communication...
- The art of persuasion...
- The relationship of Arabic rhetoric with communication theory...
- The argument, the argumentation and the persuasion in the new rhetoric...

The first semester :

Unit title :prospective teaching unit

Module : discourse analysis

Module content :

- The discourse : the concepts, characteristics, types ...
- The discourse :the structure, the strategy of effectiveness...

- The schools of discourse analysis..
- Schools of linguistic analysis and media discourse
- Michel Foucault and discourse analysis/Semiological analysis of discourse/Media discourse analysis and conversation/Discourse analysis within the framework of the school of cultural analysis
- Critical analysis of media discourse

The first semester :

Unit title :prospective teaching unit

Module : labour legislation

Module content :

- The institution: concept, elements, functions,types and difference with the organisation .
- The labour legislation :concept, types and sources(Internal sources, international, Interpretive and professional sources).
- The emergence and development of labor law in Algeria
- A comparison between the contractual work relationship and the work relationship in the public profession.

The first semester :

Unit title :horizontal teaching unit

Module : foreign language

Module content :

In this course, the student chooses between French and English, and it is taken into account that vocabulary training, linguistic formation should be related to the major, with the provision of specialized texts

in political and social communication, with the aim of helping the student to master the terminology of this major.

The second semester :

Unit title : foundation teaching unit

Module :epistemology of information and communication sciences

Module content :(the content is distributed onto the 1st and the 2nd semester)

The second semester :

Unit title : foundation teaching unit

Module :planning in public relations

Module content :

- planning in public relations : concept, factor of success, stages,..
- public relations strategy/ obstacles and difficulties/ ways of evaluation...
- Public relations strategies in dealing with the media
- Public relations strategies in dealing with the internal and external public

The second semester :

Unit title : foundation teaching unit

Module : communication skills in public relations

Module content :

- The concept, means, functions and classifications of administrative communication
- Communication skills and its effectiveness :-the skill of listening
-the skill of thinking- the ability to obtain information
- Ways to improve communication...

The second semester :

Unit title : foundation teaching unit

Module : persuasive and argumentative communication

Module content :

- Concepts of communication, persuasion, argumentation and persuasive communication.
- The characteristics and fields of argumentation...
- Approaches of argumentation : the rhetorical approach, the logical approach, the linguistic approach...
- Argumentative mechanisms: rhetorical mechanisms, logical mechanisms, and linguistic mechanisms...
- Styles of persuasion...

The second semester :

Unit title : methodical teaching unit

Module : seminar of methodology

Module content :

- 1- Some scientific research methods : Historical method-
descriptive methods(survey research, the case study, content

analysis, document analysis)- experimental method- comparative research.

2- Steps of the theoretical construction of scientific research
Selection of the problem- Review of existing research and theory(littérature review)- Hypothesis, questions and variables- Concepts- Research theoretical framework.

3-data display / research results display...

4- How to submit a research project...

The second semester :

Unit title : methodical teaching unit

Module : the quantitative and qualitative approaches in social research

Module content :

- Difference between approach, method, technique and tool...
- The conceptual and cognitive differences between quantitative and qualitative approaches...
- The methodical and instrumental differences : -in terms of procedural steps- objectives- how to use tools...
- Dominant paradigms in media and communication sciences and its relation to the two approaches...
- Some examples of methods and tools : content analysis- discourse analysis- semiologic analysis- ethnographic method...

The second semester :

Unit title : prospective teaching unit

Module: campaigns design

Module content :

- Defining campaigns : the importance and determining the plan objectives
- The campaign stages : implementing- monitoring- evaluation...
- Performance and impact evaluation...
- Preparing and organizing conferences and public relations..
- Relationship of campaigns to new media

The second semester :**Unit title : prospective teaching unit****Module: communication technology and the public space****Module content:**

- Conceptual introduction :Electronic space, information society, knowledge society and Habermassian space...
- Habermassian public space and social networks...
- The virtual reality, the chat forums, the electronic political sites as spaces for public discussion...
- Algeria and technology applications in the context of public space...

The second semester :**Unit title : horizontal teaching unit****Module: foreign language****Module content:**

Training students to make presentations in French about the major and monitoring the Western vision of it...

The third semester :

Unit title : foundation teaching unit

Module: Advertising

Module content:

- Introduction to advertising :the concept, its elements, objectives...
- The main dimensions of Advertising: the economic / psychological / cultural and social dimension..
- Advertising mechanisms of influence and persuasion..
- The study of the target audience...
- Advertising strategic communication plan...
- Semiological analysis of the the advertising image and poster..
- How to design an advertising campaign...

The third semester :

Unit title : foundation teaching unit

Module: Communication culture within the institution

Module content:

- The communication culture :the concept, the pillars, factors of effectiveness within the institution...
- The institutional communication :characteristics, types , styles, requirements, networks of communication, ...
- The impact of communication on the human relations and the productivity within the institution...

- The Management responsibility in creating a good communication climate

The third semester :

Unit title : foundation teaching unit

Module: Communication and crisis management

Module content:

- Conceptual introduction : crisis-types of crisis...
- Crisis management : crisis diagnosis-reasons of crisis- ways and steps to deal with crisis...

Management of communication crisis : Communication before, during and after a crisis- Confronting hostile campaigns and rumors...

The third semester :

Unit title : foundation teaching unit

Module: the institution image and the comprehensive communication

Module content:

- The image : the concept, the characteristics, the constituents, importance and evaluation...
- The role of the general atmosphere within the institution and its external form in conveying the image of the institution
- The process of the institution image formation :the requirements, the objectives, the dimensions,...
- The institution image management
- The market study :- consumer behavior...

- Communication tools : massmedia ; promotion ; sponsorship and patronage ; new media...
- Public relations and the relationships with the press

The third semester :

Unit title : methodical teaching unit

Module: dissertation preparation

Module content:

The student proposes a research project approved by the professor supervising the thesis, then it is presented to a committee to obtain final approval, the student seeks to employ theoretical and practical knowledge in addition to utilize the references and resources provided by the department to enable the student to complete his project within the specified deadlines...

The third semester :

Unit title : methodical teaching unit

Module: production and preparation of public relations materials

Module content:

discussion of students projects

The third semester :

Unit title : foundation teaching unit

Module: the entrepreneurship

Module content:

- Entrepreneurship : concept, role, ...
- The social and economic role of the entrepreneurship...
- The entrepreneurship reality in Algeria...
- The emergence and the development of small and medium enterprises...
- The importance of the entrepreneurship in the economic activity in Algeria...
- The entrepreneurial education, spirit and management...

The third semester :

Unit title : methodical teaching unit

Module: the public relations applications

Module content:

- Reviewing, analyzing and evaluating some case studies of public relations programs in Algeria...
- Reviewing, analyzing and evaluating some case studies of public relations problems in Algeria...
- Reviewing, analyzing and evaluating some case studies of public relations institutions in Algeria...

The third semester :

Unit title : horizontal teaching unit

Module: foreign language

Module content:

Texts related to the speciality produced in western countries

The fourth semester :

Unit title : methodical teaching unit

Module: completion of graduation dissertation

Module content:

The student proposes a research project approved by the professor supervising the thesis, then it is presented to a committee to obtain final approval, the student seeks to employ theoretical and practical knowledge in addition to utilize the references and resources provided by the department to enable the student to complete his project within the specified deadlines...

