

Master in: Information and Communication Sciences

Speciality: Mass Communication and New Media

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 Mass Communication and New Media that aimed to help students understand ,interpret , analyze,and synthetise texts that are related to the field of Mass Communication and New Media 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 | Mass Communication and New Media |

| Second Semester 2 | | | First Semester | | | education units |
|-------------------|-------------|--|----------------|-------------|---|---------------------------|
| balance | coefficient | the scale | balance | coefficient | the scale | |
| 5 | 3 | epistemologySciencesmedia and Communication | 5 | 3 | epistemologySciencesmedia and Communication | _ education units |
| 5 | 2 | theoriesConnectionmass | 5 | 2 | theoriesConnectionmass | _ basic |
| 5 | 2 | entrancefor approachesnew media | 5 | 2 | entrancefor approachesnew media | |
| 5 | 2 | Cultural studies | 5 | 2 | approaches to audience Theoretical studies | |
| 4 | 2 | Methodological approaches in the study of mass communication | 4 | 2 | Methodology for the study of mass communication | _ education units |
| 3 | 2 | approachesQuantityAnd how | 3 | 2 | Quantitative and qualitative approaches | _ methodology |
| 1 | 1 | Sociology of audiences and users | 1 | 1 | Discourse analysis | _ education units |
| 1 | 1 | Public opinion and new media | 1 | 1 | Public opinion and new media | _ Exploration |
| 1 | 1 | foreign language | 1 | 1 | foreign language | Horizontal unit education |
| 30 | 16 | | 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 | Public space and new media | _ education units |
| 09 | 05 | forums | 5 | 2 | Cultural studies and new media | _ basic |
| | | | 5 | 2 | Legal regulation of the circulation of information in the public space | |
| | | | 5 | 2 | Methods for measuring the audience and users of new media | |
| | | | 4 | 2 | new media Audience ethnography and | _ education units |
| | | | 3 | 2 | Note making workshop | _ methodology |
| | | | 1 | 1 | entrepreneurship | _ education units |
| | | | 1 | 1 | New media and community issues | _ Exploration |
| | | | 1 | 1 | foreign language | Horizontal unit education |
| 30 | 16 | | 30 | 16 | total hexagon | the total |

Master of mass communication and new media

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- communication 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 : mass-communication theories

Module content :

- The concept of theory...
- The emergence and development of communication theories..
- Types of communication theories...

- The main communication theories: -the direct strong effects theory- the moderate effects theories- the agenda setting theory- the media dependence theory- the limited effects theory- the two step flow theory- the diffusion of innovations theory...

The first semester :

Unit title : foundation teaching unit

Module : introduction to new media approaches

Module content :

- Conceptual introduction : Approach –theory- paradigm –thesis- introduction- model and differences between these terms /
The concept of new media and some related terms :multimedia-digital media- hypermedia/the new media characteristics: interactivity-synchronicity- ubiquity- flexibility...
- Media theorising in light of the new media :- New media and the phenomena of new communication spaces- difficulties of theorising- characteristics of theorising...
- The intellectual theses of new media approaches: Post-Industrial Society Thesis by Daniel Bell -Toffler's third waves thesis- The Technological Determinism Thesis by Marshall McLuhan- The Networked Society Thesis by Manuel Castells and Darin Barney- Habermas's public space thesis...

The first semester :

Unit title : foundation teaching unit

Module : Theoretical approaches to audience studies

Module content :

- The media audiences concept : (theoretically and quantitatively)
- Media audiences characteristics (the apparent structure, the demographic features)
- Factors of emergence and development of audiences studies...
- The main traditions of audiences studies : -effects tradition- uses and gratifications tradition- reception tradition- cultural studies traditions- toward a new tradition...

The first semester :

Unit title : methodical teaching unit

Module : methodology of mass-communication study

Module content :

- Knowledge and scientific research : -scientific research and method / the steps of scientific method...
- Research in communication : communication research types...
- Research procedures : determining the problem/ stating the hypotheses or research questions...

The first semester :

Unit title : methodical teaching unit

Module : the quantitative and qualitative approaches

Module content :

- The scientific 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, document analysis...
- Sampling, data collection, presentation and analysis in both quantitative and qualitative research...

The first semester :

Unit title : foundation teaching unit

Module : discourse analysis

Module content :

-Introduction to discourse analysis...

- the main approaches : the speech act approach- the symbolic interactions -the ethnography of communication - the pragmatics- the ethnomethodology of daily conversation...

- the quantitative and qualitative analysis of discourse : semiological analysis /content analysis..

The first semester :

Unit title : foundation teaching unit

Module : public opinion and new media

Module content :

- The public opinion :Concepts, emergence, types, formation and change factors...
- Public opinion measurement :types of measurement- difficulties- samples in public opinion research- using research tools(observation, survey and content analysis ,..) in public opinion research...

The first semester :

Unit title : horizontal teaching unit

Module : foreign language

Module content :

English language :

Exploitation of specialized texts related to the different technical modules included in the first year program . - Contraction ‘abstracts and analysis of specialized texts . - Business letters : their techniques with practical exercises . - Reports and proceeding : their techniques with practical exercises . - The presentation of the report – the proceeding : - English oral and written practice .

- The french language :

1-Text study with structural exploitation.

2-Revision and consolidation of basic structures.

3-Emphasis on communication skills.

4-Study of specialized texts relating to the various technical modules included in the program of the 1st Semester.

5-Structural consolidation according to student difficulties

The second 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- communication 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 second semester :

Unit title : foundation teaching unit

Module :mass-communication theories

Module content :

- strong effects theories : the spiral of silence theory- the cultivation theory...
- Uses and gratifications theory..
- The structuralist functionalist theory

- Symbolic interactions theory
- The knowledge gap theory
- The long term effects theories :cumulative effects Theory
adaptation theory- modeling theory-social expectations theory-
meaning construction theory- stereotype theory.

The second semester :

Unit title : foundation teaching unit

Module : introduction to new media approaches

Module content :

- 1- new media and the scientific paradigms :the functionalist paradigm- symbolic interactions paradigm- critical paradigm
- 2- the old traditions revisited and applied to the new media :recent studies on effects tradtion- recent studies on uses & gratifications tradition- recent studies on reception tradition
- 3- the recent traradition and approaches :- approaches to new media characteristics(negroponty approach,crosby approach, puvlik approach,...)- approaches to new media users(the mediation theory, the choice theory,..)- approaches to new media content.

The second semester :

Unit title : foundation teaching unit

Module : cultural studies

Module content :

- the interpretation of culture and the permanent conflict on the meaning.
- Translation and deconstruction politics in the cultural discourse.
- The Frankfurt school and media and culture studies.
- The main trends in the cultural imperialism and the media.
- The high culture and the popular culture.
- The media and the public opinion.
- The gender and its media uses .
- The race and difference in the formation of cultural identity.

The second semester :

Unit title : methodical teaching unit

Module :the methodical approaches to study Mass communication.

Module content :

- 1- Communication research methods : the survey- the case study- the experimental method- the historical method- the comparative method- content analysis...
- 2- Research tools : the questionnaire- the interview- the observation- the measurement.
- 3- Samples and sampling : the sample and the population/ the probabilistic samples(the simple random sample- the uniform random sample- the stratified sample...)/ the nonprobabilistic samples(the accidental sample- the purposive sample- the snow ball sample...)

The second semester :

Unit title : methodical teaching unit

Module :the quantitative and the qualitative approaches 2.

Module content :

- The qualitative research approaches : the concept, the characteristics, the importance ...
- The types of qualitative approaches :the historical method, the semiological approach, the ethnographic approach, ...
- Data collection tools : the observation , literature review,...
- Analysis and interpretation of the qualitative research results.
- Comparison between the qualitative and the quantitative approaches...

The second semester :

Unit title : foundation teaching unit

Module :the sociology of audiences and users

Module content :

- The old media audiences : concept, characteristics, types ...
- The recent trends in audiences studies...
- Approaches to media effects...
- New media users : concept, general characteristics and features,..
- New media effects..
- The explanatory approaches to new media users...

The second semester :

Unit title : foundation teaching unit

Module : public opinion and new media

Module content :

- New media and the public opinion :new media and audiences attitudes and elites formation- the e-press and the public opinion formation- the role of social media in public opinion formation- the public opinion and the tools of sharing...
- Approaches to study public opinion and new media :the deterministic approach-the uses and gratifications approach-the public domain approach...

The second semester :

Unit title : horizontal teaching unit

Module : foreign language

Module content :

English language :

Exploitation of specialized texts related to the different technical modules included in the first year program . - Contraction ‘abstracts and analysis of specialized texts . - Business letters : their techniques with practical exercises . - Reports and proceeding : their techniques with practical exercises . - The presentation of the report – the proceeding : - English oral and written practice .

- The french language :

1-Text study with structural exploitation.

2-Revision and consolidation of basic structures.

3-Emphasis on communication skills.

4-Study of specialized texts relating to the various technical modules included in the program of the 2nd Semester.

5-Structural consolidation according to student difficulties

The third semester :

Unit title : foundation teaching unit

Module : the public space and new media

Module content :

- bourgeois public space
- Elements of the public space
- Normative conditions for an ideal public space
- Dimensions of the public space
- public spaces and models of democracy
- The unofficial public space...
- The public opinion outside the western thought
- The cyberian public space...
- The cyberspace and the reformation of the public space
- The virtual public space

The third semester :

Unit title : foundation teaching unit

Module : cultural studies and new media

Module content :

- Subcultures from the Birmingham Institute to Multimedia.
- Power, hegemony, ideology and approaches to analysis of media messages

- Digital media and sensory and emotional experiences of modern technologies

The third semester :

Unit title : foundation teaching unit

Module : Legal regulation of the information circulation in the public space

Module content :

- Conceptual introduction: defining the concepts of: information - public space – freedom of Information circulation.
- International trends in regulating the circulation of information in the public space:

1-The information circulation freedom From the perspective of international conventions/ The most prominent international experiences in the legal regulation of the information circulation in the public space(in US, UK and France)/ The position of some Arab legislation on regulating the circulation of information in the public space (Jordan- Egypt).

2- Legal regulation of the information circulation in the public space in Algeria: under the algerian constitutions/ in media legislation

The third semester :

Unit title : foundation teaching unit

Module : ways of measurement of audiences and new media users

Module content :

- The audiences and new media users measurement :the concept, the objectives, the ways...
- Measurement techniques of audiences(readers, listeners, viewers,..) and surfers on electronic sites..

The third semester :**Unit title : methodical teaching unit****Module : audiences and users ethnography****Module content :**

- A general introduction to anthropological and ethnographic studies:
 - anthropology- ethnology- ethnography- ethnomethodology
 - The ethnographic orientation in media studies(the case of david morley)
 - The ethnographic approach to new media users

Techniques and tools of ethnographic research : participant observation- Morphological and cartographic method- photographic method-Phonographic method-sociological method- ethnographic document.

- Ethnography of tv audiences, internet users...

The third semester :**Unit title : methodical teaching unit****Module : dissertation preparation workshop****Module content :**

in the workshop, students will practice the following:

- Choosing the research topic and ways to adjust the title.
- Contents of the study introduction.
- Defining the study problem and formulating the problematic question.
- formulating scientific questions and hypotheses.
- Summarizing previous studies and how to benefit from them.
- The use of theoretical approaches.
- how to set study limits.
- Choosing the study methodology and data collection tools.
- How to define the concepts of the study.
- Analyze the data and draw conclusions.
- Writing a research report.

The third semester :

Unit title : foundation teaching unit

Module: the entrepreneurship

Module content:

- Entrepreneurship : concept, roles, ...
- 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 : foundation teaching unit

Module: new media and society issues

Module content:

- Introduction : society of media and information-technology and social change-media globalisation and its social and cultural effects .
- New media and social life :new media and family communication- Social interactions and relations within new media- new media and education.
- New media and cyberspace issues :virtual societies and identities- building and developing a networked society.
- New media : concerns and risks : - Electronic illiteracy and the gap between generations./ the digital divide in society and the problems of development/ the problem of virtual space: electronic addiction - violence and pornography -Alienation..etc/ Cybercrime and terrorism and the threat to society's security.

The second semester :

Unit title : horizontal teaching unit

Module : foreign language

Module content :

English language :

Exploitation of specialized texts related to the different technical modules included in the first year program . - Contraction ‘abstracts and analysis of specialized texts . - Business letters : their techniques with practical exercises . - Reports and proceeding : their techniques with practical exercises . - The presentation of the report – the proceeding : - English oral and written practice .

- The french language :

1-Text study with structural exploitation.

2-Revision and consolidation of basic structures.

3-Emphasis on communication skills.

4-Study of specialized texts relating to the various technical modules included in the program of the 3rd Semester.

5-Structural consolidation according to student difficulties