

## **Bachelor in: Information and Communication Sciences**

### **Speciality: Communication**

#### **Summary:**

Communication is a speciality in the University of Khemis Miliana . It stems from the branch of Information and Communication Sciences. In their training pathway that lasts six semesters ,where two semesters in the common core ,students are provided with an educational curriculum that helps them develop the capacity to interpret,understand,and analyze texts in the field of Communication .And in order to horn their competencies in Communication research students are trained to design research.

Field	Branch	Speciality
Human Sciences	Information and Communication Sciences	Communication

## First Semester

Teaching Unit
Fundamental Teaching Units
Module 1) Introduction to Media and Communication 1
Module 2) Introduction to Bibliography
Module 1) Contemporary History of Algeria 1
Module 2) Introduction to Archaeology 1
Methodological Teaching Units
Module 1) Schools and Curricula 1
Module 2) Computing 1
Exploratory Teaching Units
Module 1) History of Civilization 1
Module 2) Introduction to the Information Society 1
Introduction to Philosophy
Transversal Teaching Unit
Module 1) Foreign Language 1
<b>The Total of Semester (Semester Total)</b>

## Second Semester

Teaching Unit
Fundamental Teaching Units
Module1) Introduction to Media and Communication 2
Module2) Organization and Functioning of Information Systems
Module1) Contemporary History of Algeria 2
Module2) Introduction to Archaeology 2
Methodological Teaching Units
Module1) Schools and Curricula 2
Module2) Computing 1
Exploratory Teaching Units
Module1) History of Civilization 2
Module2) Introduction to the Information Society 2
Module1) Major Philosophical Doctrines
Transversal Teaching Unit
Module1) Foreign Language 2
<b>The Total of Semester (Semester Total)</b>

Fourth semester			Third Semester			education units
balance	coefficient	the scale	balance	coefficient	the scale	
5	3	entranceto meSciencesmediaand contact	5	3	communication Introduction to media and sciences	_ education units
5	2	technologymediaand contact	5	2	Information and communication technology	_ basic
5	3	technicianseditingMediaAnd the TV.	5	3	Editing techniques in the written press	
5	2	legislationInformative.	5	2	economics Media	
3	2	curriculaand techniquessearchinSciencesmedia	3	2	curriculaand techniquessearchinSciencesmediaand contact	_ education units
2	1	softwareanalysisdataJournalist.	2	1	analysisdataThe journalist	_ methodology
2	1	issuesinternationalcontemporary	2	1	anthropologysocialand cultural	_ education units
2	1	Flagselfsocial entranceto methes sciencesLegal ThoughtKhaldouni	2	1	Flagselfsocial entrancefor scienceLegal ThoughtKhaldouni.	_ Exploration
1	1	languageforeign	1	1	languageforeign	Horizontal unit education
30	16	sumhexagon4	30	16	sumhexagon3	the total

SixSemester			Fifth semester			education units
balance	coefficient	the scale	balance	coefficient	the scale	
5	3	techniquesConnection	5	3	technicianseditinginelectronic press	_ education units
5	3	theoriesmediaand contact	5	3	theoriesmediaand contact	_ basic
5	3	the pressradioand televsion	5	3	the pressNicheWritten and electronic	
5	3	Directed bybroadcastand my tv	5	3	Directed bynewspaperwrittenand electronic	
3	2	Forummethodology	3	2	Forummethodology	_ education units
3	2	trainingon meAchievementnote orlurking report	3	2	trainingon meAchievementmemo flurking report	_ methodology
2	2	techniquesactivationMedia	2	2	studiespublicmeansmedia	_ education units
1	1	problemsocial	1	1	verdictthe adultand ethicsOccupation	_ Exploration
1	1	languageforeign	1	1	languageforeign	Horizontal unit education
<b>30</b>	<b>20</b>	<b>sumhexagon</b>	<b>30</b>	<b>20</b>	<b>sumhexagon</b>	<b>the total</b>

# **Licence of communication sciences**

**The third semester :**

**Unit title : Foundation teaching unit2.**

**Module :technologies of media and communication1.**

**Module content :**

**Chapter 1 :concepts and phenomena.**

- 1- The concept of new technologies of information and communication.
- 2- The information explosion phenomenon.

**Chapter2 : technologies of remote communication.**

- 1- Wireless communication technologies
- 2- Wired communication technologies( cable and fiber-optic communication).

**Chapter3 : some modern applications**

- 1- Digital communication technology and its networks.
- 2- Tchnology of e-calculators.
- 3- Technology of satellites.
- 4- Technology of high definition Tv broadacast.
- 5- Technology of internet, intranet , extranet.
- 6- Technonlogy of cellphone.

**The third semester :**

**Unit title :foundation teaching unit**

**Module : writing techniques for written press.**

**Module content :**

- 1- The characteristics of the press language(clearness, simplicity, the right language, consizeness and accuracy,..), its style(direct & indrect).

- 2- News values :immediacy, newness, importance,...
- 3- Professionalism in written press.
- 4- How to collect news.
- 5- Journalistic genres(classifications and types) : news, headlines , comment, column, editorial, interview , reportage, portrait, caricature,...
- 6- Techniques of press writing

**The third semester :**

**Unit title :foundation teaching unit**

**Module :media economics.**

**Module content :**

Historical introduction to the media product and its relationship with the economy.

- 1- The specificity of media production(Intellectual, material and fast consumption product)
- 2- Investement in media institutions(public & private property, concentration, ...)
- 3- Organisation of media production(technical writing & the material organization of the press )
- 4- The production expenses of media institutions(journalist, raw materials, distribution,maintenace )
- 5- The production revenues(sales, advertising,subscriptions)
- 6- Knowledge economy (digital) and media work
- 7- Problems of media institutions: political, legal, financial, ethical...

**The third semester :**

**Unit title :methodical teaching unit**

**Module : Research methods and techniques in media and communication sciences1**

**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 reseach and theory(literature review)- Hypotheses, questions and variables- Concepts- Reseach theoretical framework.

**The third semester :**

**Unit title : Methodical teaching unit**

**Module : Data presentation and analysis**

**Module content :**

Introduction : types of data.

- 1- Ways of data presentation(In the text, in the tables, in the graphic representation)
- 2- Data analysis and interpretation( the concept and the types)
- 3- Ways of data analysis(techniques of social statistics) : scales ana statistical factors

**The third semester :**

**Unit title : prospective teaching unit**

**Module : social and cultural anthropology**

**Module content :**

- 1- Preliminary concepts in social and cultural anthropology



- 2- Anthropological theoretical traditions
- 3- The nature of culture, its reality, its relationship with the society and the individual ; the cultural relativity.
- 4- Communication ethnography.
- 5- The historical evolution of societies culture, And the process of social and cultural changes
- 6- Globalizations, languages and identities.
- 7- The major regional cultural spaces
- 8- Contemporary anthropological problems.

**The third semester :**

**Unit title : prospective teaching unit**

**Module : one elective**

1-Socialpsychology, 2-Introduction to the Law; 3-Khaldounian thought

**Module content :**

**1- Social psychology:**

- concepts on psychology
- social motives
- socialization
- social interaction
- the group and its dynamics
- social and psychological attitudes

**2- Introduction to the Law**

- The general theory of Law(definition of the law, the scope of the legal rule , classification, sources of Law)
- The general theory of the right( the idea of the right, the types of rights, Intellectual rights and copyrights )

**3-The khaldounian thought :** the khaldounian thought in history, politics, sociology and economy.

## **The third semester :**

**Unit title : horizontal teaching unit**

**Module : foreign language 3**

**Module content :**

The English language

Exploitation of specialized texts related to the different technical modules included in the second 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 .

Th 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

## **The fourth semester :**

**Unit title : foundation teaching unit 2**

**Module : introduction to communication and information sciences**

**Module content :**

- 1- (the definition, classifications and types)

2- The media system and its relationship to political power in the world (concept and types: authoritarian, liberal, socialist, social responsibility and developmental media system)

**The fourth semester :**

**Unit title : foundation teaching unit**

**Module : technologies of information and communication 2**

**Module content :**

- 1- Initial concepts (technology, information and communication technology (new), information technology, new media, digital media...).
- 2- Some technical principles of information and communication technologies (coding, storage, transmission, reception...).
- 3- Classifications of information and communication technologies
- 4- Uses of new technologies of information and communication (concept, fields, uses statistical indicators... its uses in media work...).
- 5- Effects and risks of information and communication technologies: (copyright and intellectual property rights, protection of privacy, Digital divides, ethical dimensions of information and communication technologies...).
- 6- Future prospects and bets of information and communication technology (in the field of uses and effects)

**The fourth semester :**

**Unit title : foundation teaching unit**

**Module : writing techniques for radio and television**

**Module content :**

**1- Radio writing**

- The specificity of radio writing(abbreviations, symbols, sentences, numbers, punctuation...) and the characteristics of broadcast message
- Journalistic genres for radio :
  - Radio news(sources, structure and characteristics and style...)
  - Radio interview(rules and types ...)
  - Radio reportage(characteristics, types, style, ...)
  - Radio script(definition, types, structure)

**2- Writing for television :**

- Audiovisual language
- Journalistic genres for television
  - Tv news(sources, structure and characteristics and style...)
  - Tv interview(rules and types ...)
  - Tv reportage(characteristics, types, style, ...)
  - Tv script(definition, types, structure)

**The fourth semester :**

**Unit title : foundation teaching unit**

**Module : media legislation**

**Module content :**

1- Media legislation and journalism ethics :

Media law and its relationship with other laws(constitutions,...)

Journalism ethics(characteristics, types, national , regional and international applied example)

2- Media legislation in various media

- Media legislation in the written press(in Algeria and the world)
- Media legislation in radio and Tv (in Algeria and the world)
- Media legislation in e-media (in Algeria and the world)

**The fourth semester :**

**Unit title : methodical teaching unit**

**Module : Research methods and techniques in information and communication sciences 2**

**Module content :**

- 1- Research empirical procedures :- sampling- tools of data collection(documents, observation, interview, survey, tests and scales)
- 2- Results presentation
- 3- Research conclusion
- 4- Writing the final research report

**The fourth semester :**

**Unit title : methodical teaching unit**

**Module : data analysis programs**

**Module content :**

Introducing some informational software that analyzes quantitative and qualitative data with theoretical and applied presentations of models of them: SPSS, Lexico, QDA Miner, NVivo, ATLAS.ti...

**The fourth semester :**

**Unit title : prospective teaching unit**

**Module : Seminar of current international and national issues**

**Module content :**

- 1- Current issues: determined by current circumstances and developments: locally, regionally and internationally, such as:
  - Follow-up of local, regional and international weekly events, discuss them and make presentations about them
  - Monitoring the activity of a national institution belonging to a strategic sector on the economic, social or politician level.
  - Addressing the functioning of some public institutions (Parliament, government, Supreme Judicial Council, governorate, etc...)
- 2- General issues, such as :Continental and international blocs - Regional and international conflicts- The most important international institutions(UN, world bank, IMF, EU)- NGOs-  
-Cultural and sports events -Migration, displacement and minorities
  - The world of work and employment- Ecological issues, environment protection and sustainable development

**The fourth semester :**

**Unit title : prospective teaching unit**

**Module : one elective**

1-Socialpsychology, 2-Introduction to the Law; 3-Khaldounian thought

**Module content :**

**1-Socialpsychology:**

- concepts on psychology
- social motives
- socialization
- social interaction
- the group and its dynamics
- social and psychological attitudes

**2-Introduction to the Law**

- The general theory of Law(definition of the law, the scope of the legal rule , classification, sources of Law)
- The general theory of the right( the idea of the right, the types of rights, Intellectual rights and copyrights )

**3-The khaldounian thought :** the khaldounian thought in history, politics, sociology and economy.

**The fourth semester :**

**Unit title : Horizontal teaching unit**

**Module : foreign language 4**

**Module content :**

- The english language

Exploitation of specialized texts related to the different technical modules included in the third 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 .

**- Th 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 4th Semester.
- 5- Structural consolidation according to student difficulties

**The fifth semester :**

**Unit title : foundation teaching unit**

**Module : organisation theories**

**Module content :**

- 1- administrative organisations.
  - Local organizations: the municipality as a model".
  - Central Organizations: The Ministry - Government as a Model".
  - International Organizations: The United Nations Organization as a Model".
- 2- Economic organizations.
  - Industrial organization "The industrial enterprise as a model".
  - Service Organization: "Service Institutions as a Model".
  - International transcontinental organizations: "Multinational Companies".



2- Political organizations:

- Political parties as a model.
- Pressure groups as a model.
- Non-governmental organizations as a "model".

**The fifth semester :**

**Unit title : foundation teaching unit**

**Module : information and communication theories1**

**Module content :** (distributed onto the 5th and the 6th semesters)

1-Initial concepts: the concept of theory (tradition, perspective, introduction, approach, school), the concept of communication theory.

2-The historical development of communication theories (a review of their classifications, approaches, or most important theoretical traditions)

3-A detailed review of the theories: strong and direct effects, selective effects, theories of limited effects, theories of

The long term effects...

**The fifth semester :**

**Unit title : prospective teaching unit**

**Module : audiences studies**

**Module content :**

- The concept of audience and its historical evolution

- The quantitative concept of the audience, the characteristics of the apparent structure of the audience, the sociological and demographic features.
- Theories of audiences formation
- Quantitative and qualitative approaches in audiences studies
- The modern theoretical and methodological approaches in public education: the tradition of effect, the tradition of reception, ....

**The fifth semester :**

**Unit title : foundation teaching unit**

**Module : communication strategies**

**Module content :**

- The concept of strategy -the concept of communication strategy
- Types of communication strategies
- Stages of preparing the communication strategy (setting goals, defining the target audience, formulating the message, Choosing the means, determining the calendar, the budget)
- Preparing the communication plan

**The fifth semester :**

**Unit title : methodical teaching unit**

**Module : seminar of methodology 1**

**Module content :**

(the content is distributed onto the 5th and the 6th semester )

Review of the most important methodological problems (theoretical and procedural) that students usually face in completing their dissertation and discussion of the Practical modalities to achieve it. The content may be adapted, briefly and in detail, according the needs of the students...

**The fifth semester :**

**Unit title : methodical teaching unit**

**Module : training to complete thesis and internship report**

**Module content : personal work**

**The fifth semester :**

**Unit title : prospective teaching unit**

**Module : public communication campaigns**

**Module content :**

- A conceptual introduction to campaigns and public communication
- Public communication levels (local, national, international)
- principles of public communication campaigns.
- Implementation of campaigns (campaign techniques, goals and strategies...),
- Stages of building a public communication campaign.

**The fifth semester :**

**Unit title : prospective teaching unit**

**Module : the good governance and the professional ethics**

**Module content :**

**The fifth semester :**

**Unit title : Horizontal teaching unit**

**Module : foreign language 5**

**Module content :**

- **The english language**

Exploitation of specialized texts related to the different technical modules included in the third 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 5th Semester.

5-Structural consolidation according to student difficulties

**The sixth semester :**

**Unit title : foundation teaching unit**

**Module : organisational communication**

**Module content :**

- The concept of organizational communication: different definitions
- Organizational communication functions
- Organizational communication structure: (formal organizational communication, informal organizational communication)
- Organizational communication barriers: (organizational barriers, social and cultural barriers, psychological and cognitive barriers)
- Organizational means of communication

**The sixth semester :**

**Unit title : foundation teaching unit**

**Module : information and communication theories2**

**Module content :** (distributed onto the 5th and the 6th semesters)

- 1-Initial concepts: the concept of theory (tradition, perspective, introduction, approach, school), the concept of communication theory.
- 2-The historical development of communication theories (a review of their classifications, approaches, or most important theoretical traditions)
- 3-A detailed review of the theories: strong and direct effects, selective effects, theories of limited effects, theories of the long term effects...

**The sixth semester :**

**Unit title : foundation teaching unit**

**Module : the communication techniques**

**Module content :**

- 1- Written communication techniques : report, memo, the news writing
- 2- Oral communication techniques: brainstorming, role-playing, conversation style, meeting management,...
- 3- Audiovisual communication techniques: the reportage, the portrait, the investigation

**The sixth semester :**

**Unit title : foundation teaching unit**

**Module : public relations**

**Module content :**

- 1- The concept of public relations and similar concepts (human relations, advertising, publicity, promotion...)
- 2- The emergence and development of public relations and their factors, objectives and functions,....
- 3-Areas of public relations work: - Scientific research (audience studies, measuring trends)- Planing - evaluation relations with the press
- 4-Communication techniques in public relations: direct communication, printed means, audiovisual means

**The sixth semester :**

**Unit title : methodical teaching unit**

**Module : seminar of methodology 2**

**Module content :**

(the content is distributed onto the 5th and the 6th semester )

Review of the most important methodological problems (theoretical and procedural) that students usually face in completing their dissertations and discussion of the Practical modalities to achieve it. The content may be adapted, briefly and in detail, according the needs of the students...

**The sixth semester :**

**Unit title : methodical teaching unit**

**Module : training to complete thesis and internship report**

**Module content : personal work**

**The sixth semester :**

**Unit title : foundation teaching unit**

**Module : the drug risks**

**Module content :**

- Drug risks
- How to prevent them
- How to treat them

**The sixth semester :**

**Unit title : foundation teaching unit**

**Module : marketing and advertising**

**Module content**

**1- marketing**

-The concept of marketing.

- The marketing mix (a- product, b- price, c- place, d- promotion)  
Among the elements of promotion: \* publicity \* public relations \* sales promotion ...

- Market study: A- positioning, B- segmentation, C- swot matrix, d- Consumer study.

1- Advertising:

Advertising design strategies

2 - Publicity and media plan

3- Designing advertisements in various media: written, audiovisual, and electronic.

2- Measuring the effectiveness of advertisement

**The sixth semester :**

**Unit title : prospective teaching unit**

**Module : social problems**

**Module content :**

1- social problems : conceptual introduction

2- research methods of social problems : the historical method, the sociological, the psychological,..

3- models of social problems

- Classification of social problems (in terms of types, source...)

-Examples of social problems: crime, drug and alcohol addiction, sexual deviance, family problems, hunger, poverty....



**The sixth semester :**

**Unit title : Horizontal teaching unit**

**Module : foreign language 6**

**Module content :**

**- The english language**

Exploitation of specialized texts related to the different technical modules included in the third 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 .

**- Th 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 6th Semester.
- 5-Structural consolidation according to student difficulties

