

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

Licence of information 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, consistency and accuracy,..), its style (direct & indirect).
- 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- Investment 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, maintenance)
- 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 : writing techniques in the electronic press

Module content :

- Characteristics of press referral on the web
- Characteristics of the journalistic language in the web
- Electronic writing and reading techniques
- Uses of journalistic genres in web and multimedia journalism

The fifth semester :

Unit title : foundation teaching unit

Module : information and communication theories 1

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 : foundation teaching unit

Module : Specialized written and electronic press

Module content :

- 1- The nature of the written press , its characteristics and functions.
- 2- The types of the written press
- 3- Specialized written press : (its concept, fields, origin and development,.. in Algeria and the world)
- 4- Its types, in terms of :
 - Topic(political, economic, cultural, scientific, sports, religious, health, environmental, recreational..)
 - Space (neighborhood, local/regional, national, international...)

- Social categories : women, children,...
- Cost and distribution (free press, subscription, home delivery...)

2- the electronic press :

- the concept, the types,...
- Factors of development(the technical factor, the economic factor, the political factor, advertising revenues..)
- features of electronic journalism: media immediacy, multimedia, accuracy in statistics, universality, The low cost, the availability of electronic archives, feedback measurement, the journalist's familiarity with technical knowledge..
- Characteristics of electronic journalism: speed, interactivity, flexibility in dealing with the news, greater absorption of journalists, overcoming restrictions, abundance, ease of surveying, spatial flexibility.
- Advantages and disadvantages of electronic journalism

The fifth semester :

Unit title : foundation teaching unit

Module : direction of a written and electronic newspaper

Module content :

1-Written press direction

- Press direction
- The image as a typographic element in modern journalism..
- The headline as a typographical element in building pages..
- Journalistic production schools: traditional, moderate, modern..

- How to direct the inner pages...
- The uses of the photographic image in the press

2-Electronic press direction :

1- The theoretical side :

- Designing and directing electronic newspapers: the concept, functions, objectives, the standards and conditions to be observed, ...
- Elements of building electronic pages (typology, graphics, and technology): their nature, roles, types, criteria of uses...
- Preparing and processing press topics and electronic texts for publication on the website.
- Aspects of agreement and differences between the production of papers and electronic newspapers

2- The practical side: a review of the most famous computer programs used in the design and production of electronic newspapers. Some applications on the direction of electronic newspapers.

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 : 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 : 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 .

- 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 5th Semester.

5-Structural consolidation according to student difficulties

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 : 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 : radio and television journalism****Module content :**

- 1- The radio press
 - the concept, characteristics, functions and types...

- the specialised radio journalism(local, international,...)
- 2- the television press :
 - the concept, characteristics, functions and types...
 - the specialised television journalism(local, international,...)

The sixth semester :

Unit title : foundation teaching unit

Module : radio and television direction

Module content :

1-radio direction :

The radio director: his qualifications, specifications, duties, responsibilities, and his professional relationships.

- direction and its types, Techniques used
- Studios, their characteristics and requirements: news studios, live broadcast studios, studios recording, drama studios, artistic studios and live concerts, production and variety studios.

2- the television director:

The TV director: - his qualifications, his duties, - his responsibilities..

- Direction methods: - script, - montage, - mixing..
- The director's professional relations....
- Professional requirements for the TV studio....
- television studio :....
- the montage...

The sixth semester :

Unit title : methodical teaching unit

Module : seminar of methodology2

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 : prospective teaching unit

Module : social problems

Module content :

- 1- social problems : conceptual introduction
- 2- research methods of social problems : thi historical method, the sociological, the psychological,..
- 3- models of social problems

- Classification of social problems (in terms of type, source...)
- Examples of social problems: crime, drug and alcohol addiction, sexual deviance, family problems, hunger, poverty.

The sixth semester :

Unit title : prospective teaching unit

Module : media presentation techniques

Module content :

- 1- social presentation techniques :the brain stoming-the discussion meeting-the investigative discussion-the round-table-the negociation meeting
- 2- media presentation techniques :
 - Some work rules in the written press related to media animation
 - Classification of programs on radio and television
 - The characteristics of the presenter and its relationship to the microphone and the camera
 - Techniques for presenting radio and television programs
 - Common mistakes in media animation

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