



University of Oum El Bouaghi

Bachelor's degree in Communication & Media Studies

Program Name: **BACHELOR OF COMMUNICATION**

Program Description:

Designing a bachelor's degree in communication to prepare students intellectually to pursue a master's degree in media and communication sciences. For example, graduates are allowed to immerse themselves in journalism and public relations. The aim of the training is to help students acquire knowledge and abilities in the field of communication, journalism and public relations, while instilling in them communication skills.

Teaching units and subjects

First Term:

Teaching units	Subjects
The Main Teaching Unit	Introduction to media and communication means 1
	Introduction to bibliography
	Contemporary Algerian history 1
	Introduction to archeology1
Methodology Teaching Unit	Scientific trends and methods 1
	Computer science 1
Exploratory Teaching Unit	History of civilizations 1
	Introduction to information society 1
	Introduction to Philosophy
Horizontal Teaching Unit	Foreign Language 1

Second Term:

Teaching units	Subjects
The Main Teaching Unit	Introduction to media and communication means 2
	Organizing and managing information systems
	Contemporary Algerian history 2
	Introduction to archeology 2
Methodology Teaching Unit	Scientific trends and methods 2
	Computer science 2
Exploratory Teaching Unit	History of civilizations 2
	Introduction to information society 2

	Major philosophical theories
Horizontal Teaching Unit	Foreign Language 2

Third term:

Teaching units	subjects
The Main Teaching Unit	Introduction to information and communication sciences 1
	Information and communication technologies 1
	Editing techniques in the written press
	Media economics
Methodology Teaching Unit	Research methods and techniques in media and communication sciences 1
	press data analysis
Exploratory Teaching Unit	Article 1: Compulsory Social and cultural anthropology
	Article 2 optional-(Choose one subject) *Social Psychology
	*Introduction to juridical sciences
	*Khalidounian thought
Horizontal Teaching Unit	Foreign Language

Fourth term:

Teaching units	subjects
The Main Teaching Unit	Introduction to information and communication sciences 2
	Media and television editing techniques
	Media legislation
	Information and communication technologies 2
Methodology Teaching Unit	Research methods and techniques in media and communication sciences 2
	press data analysis software
Exploratory Teaching Unit	Article 1: Compulsory Contemporary national and international issues
	Article 2 optional-(Choose one subject) *Social Psychology
	*Introduction to juridical sciences
	*Khalidounian thought
Horizontal Teaching Unit	Foreign Language

fifth term:

Teaching units	Subjects
The Main Teaching Unit	Organization Theories
	Media and Communication Theories1
	Media audience studies
	Communication Strategies
Methodology Teaching Unit	Methodology Forum1
	Training to complete a graduation thesis or specialized field work
Exploratory Teaching Unit	Public communication campaigns
	Good governance and professional ethics
Horizontal Teaching Unit	Foreign Language5

Sixth term:

Teaching units	Subjects
The Main Teaching Unit	Organizational communication
	Media and Communication Theories2
	Communication techniques
	Public relations
Methodology Teaching Unit	Methodology Forum2
	Graduation thesis or specialized field work
Exploratory Teaching Unit	Marketing and publicity
	Social problems
Horizontal Teaching Unit	Foreign Language 6