

**University of Derna**

**Master's Program – Faculty of Arts**

**Media Department Curricula**

**First semester:**

NO	Course Code	Course Name	Units
1	MD-G700	Scientific Theories of Communication	3
2	MD-G702	Means and Technologies of Communication	3
3	MD-G701	Scientific Research Methods	3
Total			9

**Second semester:**

NO	Course Code	Course Name	Units
1		Media Translation	3
2		Media Discourse Analysis	3
3		Advanced Applications in Journalistic Editing and Directing	3
4		Radio and Television Production	3
Total			12

**Third semester:**

NO	Course Code	Course Name	Units
1		Public Opinion	3
2		Statistics and Data Analysis	3
3		Specialized Media	3
Total			9

## **Scientific Theories of Communication - MD-G700**

Introduction to scientific theories and scientific law

A historical overview of the emergence of media theories and the stages they have gone through

An explanation of the media's influence on individuals and society

Theories of the direct and powerful influence of the media

Theories of the cumulative influence of the media

Theory of uses and gratifications

Agenda-setting theory

Media dependency theory

Cultivation theory

Media framing theory

Knowledge gap theory

Information seeking theory

## **Communication Media and Technologies - MD-G702**

The Nature of Communication and Its Theories

Stages of Communication Development

Types and Levels of Communication

Communication Media and Technologies

The Importance of Using Communication Media and Technologies

The nature of the uses and gratifications achieved by the use of communication media and technologies

Manifestations of dominance over communication media

Globalization of communication

Mass media (print, audio, and visual) and the characteristics of each

Important issues in communication: the right to communication, freedom of expression, the right to privacy, the free flow of information, one-way communication, and two-way communication.

Studies on the audiences of communication media and technologies

## **Scientific Research Methods - MD-G701**

Theoretical and Philosophical Concepts and Developments in Media Research

Basic Principles and Approaches to Media Research and Their Applications

Scientific and Societal Controls and Standards for Determining Research

Priorities in Media

Research Ethics and the Research Controversy: Is Research for Research or Research for Society

Explanation and interpretation of the approaches and methods used in media research.

Methodological differences resulting from different branches of media science.

Applications in content analysis and discourse analysis.

Introduction of theoretical concepts as a model for diagnosing and addressing scientific problems.

Steps of scientific research and how to formulate a research methodology (constants and variables).

Samples, methods of selecting them, and mechanisms for extracting data from them.

Design of research tools and their practical applications.