

MASTER IN INFORMATION AND COMMUNICATION**Main Language of Instruction:**French ☒ English ☐ Arabic ☐**Campus Where the Program Is Offered:** CSH**OBJECTIVES**

The Master in Information and Communication (MIC) enables students and professionals from diverse backgrounds to grasp essential communication theories and concepts. They will gain practical experience in journalism, as well as in traditional and digital communication techniques. The program's courses and seminars emphasize modern communication methods, emerging media, and the latest technologies in the field.

PROGRAM LEARNING OUTCOMES

- Master Arabic and French, both written and spoken
- Analyze and compare various communication methods (digital, online, viral marketing, influencer marketing, etc.)
- Interpret statistical data from different platforms
- Assess risks associated with data management
- Understand and evaluate events
- Excel in social and political communication
- Use digital tools for writing and strategic analysis
- Foster creativity and imagination
- Analyze events and develop arguments
- Manage corporate communication
- Adhere to professional and ethical standards.

PROGRAM REQUIREMENTS**Required Courses (120 credits)**

Advertising and Creative Thinking (6 Cr.). AI for Journalism and Communication (4 Cr.). CELSA Seminar I (2 Cr.). CELSA Seminar II (2 Cr.). Communicating for Social Change (4 Cr.). Corporate Communication: Challenges and Issues (4 Cr.). Digital Marketing: Theories and Practice (6 Cr.). Electoral Campaigns (4 Cr.). Event Organization (6 Cr.). Event Planning and Management (6 Cr.). Fact-Checking and Verification (2 Cr.). Introduction to Data Visualization (2 Cr.). Introduction to Journalism Writing (4 Cr.). Investigative Journalism and Digital Tools (4 Cr.). Master Thesis in Information and Communication (20 Cr.). Media and Public Opinion (4 Cr.). Media Law: Freedoms and Ethics (2 Cr.). Media Writing (4 Cr.). Methods and Approaches in Information and Communication (4 Cr.). Organizational Communication and Mobilization (4 Cr.). Photo Banks and Artistic Processing (4 Cr.). Preparation of Television News and Radio Bulletin (2 Cr.). Psychology of Communication (2 Cr.). Radio and Television Performance (2 Cr.). Security and Media (2 Cr.). Social Marketing (4 Cr.). Storytelling (2 Cr.). Television Journalism: Theory and Practice (2 Cr.). Television Production (4 Cr.). Visual Reporting (2 Cr.).

SUGGESTED STUDY PLAN**Semester 1**

Code	Course Name	Credits
011ICPUM1	Advertising and Creative Thinking	6
011ICCLM1	CELSA Seminar I	2
011TCE1M1	Event Planning and Management	6
011ICFRM1	Introduction to Journalism Writing	4
011ICARM1	Media Writing	4

011ICPSM1	Photo Banks and Artistic Processing	4
011ICJTM1	Television Journalism: Theory and Practice	2
011ICREM1	Visual Reporting	2
	Total	30

Semester 2

Code	Course Name	Credits
011ICDEM4	Corporate Communication: Challenges and Issues	4
011ICDMM2	Digital Marketing: Theories and Practice	6
011TEOEM1	Event Organization	6
011ICLEM2	Media Law: Freedoms and Ethics	2
011ICPCM2	Psychology of Communication	2
011ICRTM2	Radio and Television Performance	2
011ICSOM2	Social Marketing	4
011ICPTM2	Television Production	4
	Total	30

Semester 3

Code	Course Name	Credits
011ICSCM3	Communicating for Social Change	4
072MKPOM3	Electoral Campaigns	4
011ICIVM3	Investigative Journalism and Digital Tools	4
011ICMMM4	Master Thesis in Information and Communication	10
011ICMAM3	Methods and Approaches in Information and Communication	4
011ICRAM3	Preparation of Television News and Radio Bulletin	2
	Total	28

Semester 4

Code	Course Name	Credits
011ICAIM4	AI for Journalism and Communication	4
011ICCLM3	CELSA Seminar II	2
011ICDCM4	Fact-Checking and Verification	2
011ICDVM4	Introduction to Data Visualization	2
011ICMMM4	Master Thesis in Information and Communication	10
011ICPUM4	Media and Public Opinion	4
072CMSPM4	Organizational Communication and Mobilization	4
011ICIAM4	Security and Media	2
011ICSYM4	Storytelling	2
	Total	32

COURSE DESCRIPTION

011CPUM1	Advertising and Creative Thinking	6 Cr.
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This course offers a comprehensive introduction to the stages of crafting an advertising message. It combines theoretical insights with hands-on experience, featuring analysis of real-world campaigns and case studies. Students will actively engage in the creation and evaluation of campaigns, encompassing brainstorming sessions, conceptual development, and strategic distribution.

011CAIM4	AI for Journalism and Communication	4 Cr.
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This course explores the role of artificial intelligence in various domains, from military and medical applications to its impact on daily life. It delves into the influence of AI algorithms, which analyze data and propose solutions across different sectors. Additionally, this course examines how new AI tools and techniques have significantly impacted communication and journalism.

011CCLM1	CELSA Seminar I	2 Cr.
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This seminar, focused on a communication or journalism topic, is offered by a CELSA-Sorbonne instructor as part of the collaboration between the Master in Information and Communication (MIC) and CELSA-Sorbonne.

011CCLM3	CELSA Seminar II	2 Cr.
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This seminar, focused on a communication or journalism topic, is offered by a CELSA-Sorbonne instructor as part of the collaboration between the Master in Information and Communication (MIC) and CELSA-Sorbonne.

011CSCM3	Communicating for Social Change	4 Cr.
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This course equips students with the necessary concepts and analytical skills to understand rapid societal changes, and to effectively address social issues. It focuses on using appropriate methods to initiate change through campaigns and initiatives.

011CDEM4	Corporate Communication: Challenges and Issues	4 Cr.
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This course emphasizes the critical role of communication in shaping a company's image and reputation, regardless of its size. It introduces various communication concepts, including internal and external communication, crisis management, and advertising campaigns. This course specifically focuses on corporate communication strategies.

011CDMM2	Digital Marketing: Theories and Practice	6 Cr.
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This course introduces digital communication and digital marketing. It covers branding, network theories, viral marketing, influencer marketing, propaganda on social media, and digital point-of-sale strategies.

011TEOEM1	Event Organization	6 Cr.
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This practical course trains students in event project management, following two theoretical sessions. Students will learn to plan, develop, and execute events from start to finish. They will choose from various types of events, including cultural, educational, tourist, ecological, social (CSR), or political.

011TCE1M1	Event Planning and Management	6 Cr.
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This seminar focuses on the implementation of event planning, highlighting the importance of considering all the technical and human intermediaries involved in generating and disseminating events. Alongside artists and project leaders, students will engage with key administrative and technical professionals—such as the artistic agent, security manager, tour organizer, set designer, exhibition manager, casting director, publisher, and producer. This seminar aims to introduce students to these essential professionals and their unique experiences. By placing these individuals within their specific contexts, this seminar demonstrates the active role of material, regulatory, and technical environments in which these professionals operate.

011ICDM4	Fact-Checking and Verification	2 Cr.
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This course covers both traditional and modern investigative methods, teaching students how to analyze news and tackle subjects of public interest. It analyzes investigative articles, and highlights the role of investigative journalism and the public's right to know.

011CDVM4	Introduction to Data Visualization	2 Cr.
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This course introduces data visualization software, such as Tableau and others.

011ICFRM1	Introduction to Journalism Writing	4 Cr.
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This course teaches the fundamental techniques of journalistic writing in French. By the end of this course, students will be able to write news articles for print or digital media and assess the relevance and effectiveness of their content.

011CIVM3	Investigative Journalism and Digital Tools	4 Cr.
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This course focuses on defining investigative journalism, preparing investigative reports, and developing ideas into testable hypotheses. It covers structuring the investigation, gathering evidence, and validating hypotheses through available information, sources, and interviews. Emphasis is placed on verifying information using technical and digital tools, which are essential in modern journalism. Students will be introduced to these tools and learn to apply them, culminating in the production of an investigative report or a comprehensive understanding of the process. The lectures aim to empower students with the skills necessary for effective work in this field.

011ICPUM4	Media and Public Opinion	4 Cr.
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This course highlights that basic writing techniques are only the foundation for a successful journalism career. It focuses on essential values and tools that journalists must understand and uphold. By instilling these core principles, this course ensures that students stay true to their mission of providing accurate information and avoid falling into propaganda. Additionally, it equips them with the necessary skills to navigate and resist manipulation in their professional practice.

011CLEM2	Media Law: Freedoms and Ethics	2 Cr.
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This course familiarizes students with Lebanese laws governing media, advertising, journalism, and public freedoms. It aims to:

- Equip students with knowledge of key principles like freedom of expression, international conventions, and Lebanese media regulations.
- Clarify the rights and obligations guiding their professional practices in communication.

011ICARM1	Media Writing	4 Cr.
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This course enables students to master fundamental techniques of Arabic journalistic writing. By the end of this course, students will be able to write a news article or a short report effectively, and evaluate the relevance and impact of the information intended for publication.

011CMAM3	Methods and Approaches in Information and Communication	4 Cr.
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This course introduces research methodology in Humanities, with a particular focus on information and communication studies.

011ICPSM1	Photo Banks and Artistic Processing	4 Cr.
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This course introduces students to managing image collections with Adobe Lightroom and advanced photo editing using Adobe Photoshop.

011ICRAM3	Preparation of Television News and Radio Bulletin	2 Cr.
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This course teaches how to analyze information, select key points, and present them effectively. It focuses on preparing television news and radio bulletins, ensuring that students are able to deliver news clearly and accurately.

011ICPM2	Psychology of Communication	2 Cr.
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This course introduces students to the underlying processes of communication, and equips them with methods for effectively managing conflicts within various groups, such as professional or family settings.

011CRTM2	Radio and Television Performance	2 Cr.
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This course focuses on refining students' pronunciation and enunciation skills when speaking into a microphone.

011CIAM4	Security and Media	2 Cr.
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This course introduces the role of the police in Lebanon and covers relevant laws, with a focus on human rights and national security.

011CSOM2	Social Marketing	4 Cr.
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This course focuses on social marketing, also known as cause-related marketing, which aims to integrate a social dimension into marketing activities. This approach is frequently utilized by non-profit organizations, given their non-commercial goals.

011CSYM4	Storytelling	2 Cr.
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This course explores the role of storytelling in human culture, tracing its historical significance in passing down knowledge, entertaining audiences, and fostering social connections. To validate this course, each student is required to submit an assignment in which they write an original story from scratch.

011CJTM1	Television Journalism: Theory and Practice	2 Cr.
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This course teaches students how to present confidently on screen and master their diction through practical exercises, including reading the news. Students will also learn "citizen journalism" techniques and live reporting using their smartphones.

011CPTM2	Television Production	4 Cr.
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This course, totaling fewer than 20 hours, provides an in-depth exploration of essential techniques for creating impactful television news broadcasts. The final project involves producing a 15-minute news program, entirely designed by first-year master's students.

After completing theoretical and writing courses, students will apply their knowledge in this hands-on course, emphasizing team coordination in production. They will gain a comprehensive understanding of:

- Editorial planning (including rundown)
- Managing time constraints, especially for live broadcasts

Students will engage in practical exercises, including:

- Presenting a news bulletin
- Visualizing news segments
- Live shooting

They will gain familiarity with studio equipment, including camera angles and shooting techniques, while experiencing real-world scenarios with professional-grade equipment in a local TV station facility. Students will also master transitions within the broadcast through post-production, including visual and sound editing.

This course focuses on creating informative and visually engaging content to captivate viewers while adhering to ethical principles in journalism and audiovisual production. By the end of this course, students will have developed the necessary skills for television information communication and will be prepared to produce high-quality TV content.

011CREM1	Visual Reporting	2 Cr.
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This course equips students with the skills to create reports that adhere to professional and ethical standards. The final project involves creating a street report or a similar assignment to demonstrate their proficiency.


072MKPOM3**Electoral Campaigns****4 Cr.**

Initially, this course aims to develop an understanding of the relationship between media and politics, and the role of communication and its influence on politics. Beyond political analysis, the course offers a comprehensive and practical view of the strategic and operational aspects of political marketing. Special attention is given to the communication of public institutions and to the role of the politician and their strategy. In the second part, the course provides the keys to setting up and managing electoral campaigns: from analytical methods to the latest creative tools, including strategy, themes, and slogans. Through specific examples and case studies, the course demonstrates how political communication tools are used by parties, institutions, or candidates to try to reinforce, alter, or win over public opinion and voter behavior. In addition to examples of campaigns from the international context, Lebanese political and public communication and electoral campaigns are also studied and analyzed in this course.

011CMMM4**Master Thesis in Information and Communication****20 Cr.**

The MIC thesis (Master in Information and Communication) is the final task of the program, validating the completion of the degree. It is a written document of at least 60 pages (80 pages recommended) that complies with current academic and scientific standards. The thesis is subject to an oral defense before a jury composed of faculty members.

072CMSPM4**Organizational Communication and Mobilization****4 Cr.**

This course enables students to reflect on social mobilization, which is a process that uses all communication tools and strategies to rally the largest number of people, civil society, and citizens around a cause, an action, or a campaign. It also seeks to provide a comprehensive and practical understanding of the strategic and operational challenges of awareness-raising and social mobilization. Through specific examples and case studies, the course demonstrates how communication tools are used by political parties, institutions, organizations, communities, associations, or candidates to try to mobilize public opinion and rally support.