

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
University Dr Yahia Fares of Medea

Presentation of PhD training programme in communication and public relations

Domain	Field	Speciality
Humanities	media and Communication Science	communication and public relations

Establishment of the doctoral training programme

Research laboratory: political and social communication in Algeria

Laboratory Code: C0571800

Head of the doctoral training committee: Dr Aiad mahmoud

Establishment of the doctoral training programme

Institution	Faculty	Department
University Dr Yahia Fares of Medea	Faculty of Humanities and Social Sciences	Media and Communication Sciences and Bibliography

Head of the doctoral training committee: Dr Aiad mahmoud

Grade : lecturer

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1. Objectives of the proposed training :

The PhD training programme in Communication and Public Relations provides a diverse research environment that aims to provide international students with advanced knowledge and basic skills in communication, organisational theory, public relations, organisational and corporate communication, in line with modern public relations trends and the new economic and business environment, based on the integration of technology and artificial intelligence applications with organisational activity, ensuring a continuous presence and a permanent relationship with the economic and social environment.

The PhD training programme in Communication and Public Relations combines classes, seminars, forums and research under the supervision of specialised professors in the field from the University of Medea and beyond, with the use of competencies and successful institutional experiences, for an effective and diversified training, in collaboration with research laboratories and economic and social partners.

The PhD programme in Communication and Public Relations offers a rich international academic experience, providing a high-level scientific framework, access to modern technological resources, and opportunities for mobility and collaboration at the global level.

2. Human skills mobilized:

The teaching staff of the Faculty of Humanities and Social Sciences at the University of Médéa consists of 561 tenured professors, including 34 professors of higher education, 60 professors in the Department of Information, Communication and Library Sciences, and 46 lecturers, including 51 professors in the Department of media & Communication Sciences.

The administrative and educational management of the faculty is carried out by 83 employees spread across the departments and structures that report to it. It

is the administrative staff who provide organisational support for the project, in addition to the support that will be provided by doctoral students enrolled in previous years at the faculty.

3. The doctoral training program in Communication and Public Relations is based on the following pillars:

- Communicative culture in the digital environment
- Digital identity of modern organizations
- Entrepreneurship and business leadership
- Start-up institutions
- Analysis of economic data in the digital environment
- Crisis management in the digital environment
- Research methodologies and scientific writing
- International seminars and joint research projects
- Field internships with economic and social partners

4. Equipment provided:

The faculty has 21 large conference rooms, as well as 70 auditoriums, 14 tutorial rooms and 30 computer labs.

Four research laboratories are active at the faculty, including one attached to the Department of media and Communication Sciences, which is the Laboratory of Political and Social Communication in Algeria. The library of the Faculty of Humanities and Social Sciences has a diverse collection of books in various scientific disciplines, including 5,231 in media and communication sciences, a reading room, an internet room, and a room reserved for teachers.

5. Doctoral programme topics :

The PhD training in Communication and Public Relations enables the enhancement of the student's capabilities in the following topics

Activities	Topics
Core Courses	Didactics
	Information and Communication Technology
	Philosophy
	Artificial Intelligence
	Data Analysis
Advanced Topics	Digital Public Relations
	Strategic Communication
	Strategic Intelligence
	Cybersecurity and Information Security