LEBANESE INTERNATIONAL UNIVERSITY

Major Title: Bachelor of Communication Arts (Radio and Television)
Major Code: BACRT
Level: underGraduate
Number Of Credits: 108
Date: 05-11-2025

Bachelor of Communication Arts (Radio and Television) (BACRT)

Program Objectives

Objective	Description
PO-1	Provide students with knowledge and understanding of principles of radio, television and/or film and concepts.
PO-2	Help students to perform and analyze studio practical tools of design in radio, television/or film.
PO-3	Transmit to students the interest of Radio/TV studio execution and multi-media software, from history and theory classes to technical and hands on projects.
PO-4	Enhance students' critical thinking, especially in media related areas.
PO-5	Recognize camera/tools, conduct basic standards and materials, as well as digital media production.
PO-6	Prepare students for careers in Radio and TV to successfully compete in the marketplace.

Program Learning Outcomes

Outcome	Description
PLO-1	Define the fundamentals in Radio and TV.
PLO-2	Describe the elements and principles of framing and design to produce a visual using compositions of valid videos.
PLO-3	Explain the relationship of Radio/TV to other fields of specialization like social media, PR, advertising and websites.
PLO-4	Acquire and practice the knowledge of basic Radio/TV concepts in the different fields of the audio-visual world.
PLO-5	Relate methodological techniques of film design to execute contents that are meaningful for the public.
PLO-6	Optimize students' communication both orally, visually and in writing.
PLO-7	Assess information through research; classify and use this information in specific communication jobs.
PLO-8	Develop various sequences and/or films that communicate with a specific client or target group.
PLO-9	Enhance students' skills in creating videos from specified themes and valid concepts in collaboration with the end user.
PLO-10	Create an academic portfolio to be used when applying for future job vacancies.