School	Arts and Sciences		
Major	Bachelor of Communication Arts (Radio and Television)		
Core Requirements			
Code	**Title**	**Credits**	**Description**
ADVR300	Advertising Theory & Practice	**3**	Advertising Theory and Practice provides a comprehensive overview on Advertising, its role in building a brand's image and brand equity, its diverse techniques used to influence people's mind by satisfying or creating consumers' needs, its communicational impact on society that keeps on generating trends as well as its persuasive force in increasing sales and encouraging consumers to make the purchase. Broad attention is given to key subjects such as advertising agency practices, branding, media planning, creative and marketing strategies.
ARTS350	Photography	**3**	Photography is addressed to all students who wish to learn about digital photography basics, eventually, how to use a digital camera and lenses. Students will learn terms and theory using manual techniques in a digital single lens reflex camera. This course involves the power of images through image language, composition and philosophy. It covers as well the use of the digital dark room for the enhancement of ideas, products and /or creative necessity. It leads students towards a deeper understanding of light, key value, equipment and camera controls
COMM200	Introduction to Communication Studies	**3**	Introduction to Mass Communication introduces students to the central concepts of image theories in communication and the operation of the media industries. It is an introduction to the history, structure, process and social environment of each medium in the communication industry; an overview of the emerging technology in mass media and its social impact. It is a study of the development, principles and effects of Print, Public Relations, Advertising, Radio, TV, film and Computer/Online-Generated communication. Particular attention will be given to the study of different types of mass and interactive media and how they function in modern society. It reviews the historical and regulatory bases of the media along with their social implications.
COMM220	Rhetoric & Persuasion	**3**	Rhetoric and Persuasion provides students with the foundation to understand the definition of key terms, offering a retrospective glance to the historical foundations of rhetoric and persuasion. It provides insights on important considerations of the persuasion on the social through rhetoric. It provides a model for professional practice focusing on developing skills in critical self-reflection, as well as professional persuasion.
COMM225	Workshop	**3**	Workshop I is an entry-level course that will introduce students to the fundamentals of video making. Students will learn to use video and sound as an effective form of communication, and will learn how to successfully utilize those elements separately and simultaneously, to be able to transform an idea into a persuasive story.
COMM265	Performance Theory & Practice	**3**	Performance Theory and Practice introduces students to the ambiguity that lies in trying to define what "performance" as a discipline might mean, which makes this course very challenging. It is very essential to note that "performance" in not "theatre", without neglecting the fact that performing is a part of acting. The subject in action is not an actor; he is only experiencing a new "game' where others, as subjects (physical and emotional) are taking part in this game. What comes out of this "game" is what will mark the journey of each and every subject involved in this class. It is not a theatre course, but it involves character games, breathing techniques, mediation and a rough body work. And because the discipline is still "under construction" all around the world, the "game" is set between the students and the "facilitator." Hence, the facilitator i.e. the instructor is part of the game. It is all about a "behavior" in front of an audience.
COMM285	Theories of Perception	**3**	Theories of Perception is an introductory course on communication languages and perception modes in relation to the technology of image production. It is an investigation of the semiotics of representation and perception throughout different medium usage and major art and media movements. It also covers the development of image theories and representation toward the various elements of communication and throughout history in relation to technology as a major variable for the image production.
COMM305	Artificial Intelligence and Mass Media	**3**	This course provides an in-depth exploration of the intersection between artificial intelligence (AI) and mass media. It examines how AI technologies are transforming media production, distribution, and consumption. Students will analyze the ethical implications, the impact on journalism, advertising, and public relations, and the role of AI in shaping societal narratives.

GDES270	Design Software I	**3**	Design software 1 introduces students to aiding software for Graphic Design. Using the Adobe suite, Adobe Illustrator plays a significant role in graphic design. As a vector oriented software, illustrator opens a gateway of opportunities for a graphic designer to work with ease in implementing the essential work for print, web and other media. Adobe InDesign complements Illustrator at producing multiple page content instead of art boards and by that, playing an essential role at strengthening sense of layout and identity. Adobe Photoshop plays a major role in photo editing. Accompanied by Adobe illustrator, these 2 software manage to create most demanding projects especially that of print. The student will have the opportunity to learn and practice the essentials in these software. Keeping the sketchbook to bring up ideas to life, the designated software shall add ease and speed rather than the long timed labor of manual work.
JORN285	Travel Journalism	**3**	Travel Journalism provides students with the foundation to understand the setting of the fundamental writing skills required by freelance writers. It exposes students to the experience and savoir-faire of successful travel writing. Flexible in its approach, the course teaches the craft of creating travel media through writing and photography, covering diverse topics of journalism and blogging. The objective is to address markets' needs through building skills in the chosen medium and creating and marketing the writer's personal brand.
PREL300	Public Relations Principles & Concepts	**3**	Public Relations Principles and Concept introduces students to the basic principles of public relations. In this course, students will learn how to identify the main concepts and principles in the field of public relations, which will further be elaborated on, in subsequent courses. The course will also provide students with the knowledge to practice the basics of PR
General Education Requirements			
Code	**Title**	**Credits**	**Description**
ARAB200	Arabic Language and Literature	**3**	تهدف هذه المنهاج التي تستمر لمدة 15 أسبوعًا إلى رفع مستوى الكفاءة في اللغة العربية من المستوى المتوسط إلى المستوى المتقدم. سيعزز الطلاب قواعد اللغة والمفردات المتوسطة، ويتقنون التراكيب الجملية المعقدة والأزمنة، ويحسنون مهارات القراءة والكتابة والاستماع والتحدث يتضمن المنهاج تحليل النصوص المتقدمة، والتواصل في الأعمال، والتعرض للهجات العربية المختلفة. الوعي الثقافي والديناميات الاجتماعية اللغوية جزء لا يتجزأ منالمنهاج، مما يعد الطلاب لاستخدام العربية في العالم الحقيقي والمهني. تهدف المنهاج إلى رفع الطلاب إلى مستوى الكفاءة ب2 حسب الاطار الأوروبي، مما يمكنهم من المشاركة في مناقشات معقدة وسياقات مهنية.
CSCI200	Introduction to Computers	**3**	This course introduces students to the fundamental concepts of computer science and technology, with a focus on practical applications and interactive learning. Designed for Generation Z students pursuing degrees in basic Education in English, Math, or Science, the course emphasizes hands-on experience, critical thinking, and the use of modern tools and platforms. The philosophy centers around fostering digital literacy and responsible use of technology, recognizing the importance of equipping future educators and professionals with essential tech skills. By the end of the course, students will be proficient in using common software applications, understand basic computer hardware and operating systems, and apply problem-solving skills to real-world scenarios using computer tools. The impact of this course extends beyond technical proficiency, as it aims to develop students' ability to navigate the digital world effectively, enhance their educational and professional opportunities, and promote a culture of continuous learning and adaptation in a rapidly evolving technological landscape.
CULT200	Introduction to Arab - Islamic Civilization	**3**	This course delves into the intellectual and cultural achievements of Arab-Islamic civilization, aiming to expose students to the significant contributions made by Arab scholars in science, philosophy, literature, and the arts. Rooted in the philosophy that open-minded inquiry fuels intellectual advancement, the course emphasizes the holistic and curious approach of historical Arab scholars who transcended dogmatic limitations. Through exploring these achievements, students will gain a broader perspective on the development of global knowledge, recognizing the pivotal role of Arab-Islamic civilization in connecting ancient and medieval worlds. By the end of the course, students will appreciate the interconnectedness of human knowledge and be inspired to adopt a spirit of curiosity and respect for diverse intellectual traditions in their pursuits. The medium of instruction is in both English and Arabic.

ENGL201	Composition and Research Skills	**3**	Welcome to the next step in your academic writing journey! This course marks an advancement in students' academic writing development, focusing on the fundamental skills of summarizing, paraphrasing, and synthesizing information. Building upon prior English Language knowledge, the course aims to enhance students' critical thinking and academic writing competencies. Students will engage with a diverse range of texts from various disciplines, developing effective strategies for responding to and integrating these sources within their written work. Through practical application, students will focus on composing different essay forms, while also refining their ability to construct clear, grammatically correct sentences and expanding their academic vocabulary and diction. Upon completion of this course, students will be well-prepared to produce thoroughly researched and synthesized essays, demonstrating their proficiency in advanced academic writing.
ENGL251	Communication Skills	**3**	Thriving in today's fast-paced, digitally connected professional world requires strong and adaptable communication abilities, making ENGL251 – English Communication Skills an essential foundation for career readiness. This course aims to develop students' mastery of key principles and strategies that underpin effective communication across various professional scenarios. Rooted in the belief that communication proficiency grows through both conceptual understanding and hands-on practice, the course blends focused instruction with applied, real-world tasks. Students will explore audience awareness and message design using the 3-X-3 writing process as a framework for producing clear, purposeful communication. They will engage with topics such as crafting persuasive and tactful negative messages, communicating professionally in face-to-face settings, and enhancing their employability through the creation of persuasive résumés, cover letters, and strong interview performance. Through a mix of lectures, collaborative discussions, practical exercises, and digital writing assignments, the course fosters an active and participatory classroom environment. Assessment methods include quizzes, a midterm and final exam, as well as targeted business writing tasks, ensuring students are evaluated on both theoretical insight and real-world application. By the end of ENGL251, students will be well-equipped to communicate confidently and effectively in a variety of digital and professional settings. They will be able to tailor their messages to diverse audiences, engage in collaborative communication, and use their English language skills strategically to succeed in the modern workplace.
Major Requirements			
Code	**Title**	**Credits**	**Description**
COMM300	Media Laws & Ethics	**3**	Media Laws and Ethics introduces students to the major legal, ethical and policy issues related to the media. This course will expose students to primary documents and cases as well as to methods of analysis. It will examine freedom of expression and the limitations imposed on such freedoms by statue and by common Law, and will provide students with the foundation necessary to make ethical decisions within their profession focusing on developing analysis techniques and applying them to ethical problems through independent critical thinking and moral sensitivity.
COMM310	Research Methods in Communication Arts	**3**	Research Methods in Communication Arts introduces students to the essentials of conducting a research dealing with communication as a social science. Students will learn how to identify a problem, ask questions and find answers through systematic procedures from a Social Science perspective.
COMM320	Radio-TV Announcing	**3**	Radio/TV Announcing establishes the foundations to understand types of news and delivery techniques. It provides insights on important considerations for vocal ability. The course will expose and guide students to the techniques of delivering news texts when producing quality journalism. It will provide a model for professional anchoring focusing on developing skills in reading news with a self-ability to discover and correct errors in pronunciation.
COMM325	Animation Software	**3**	Animation Software gives students the opportunity to work as individuals and in teams on long-term projects exploring video recording, video editing, stop motion and motion graphics. Emphasis is placed on conceptualization and interactivity. New advances in motion graphics technology are presented. Software packages include: Adobe Premiere & Adobe After effects CS6 or CC.
COMM330	Media Planning & Audience Analysis	**3**	Media Planning and Audience Analysis introduces students to the cooperate today's landscape. Students will learn the social order instituted by modernity, the identity of organizations and the messages being communicated both externally and internally. Students will also learn the importance of audience demographics, psychographics, and product usage variables, which help to make creative media decisions in tune with the changing marketplace.

COMM400	Media Management	**3**	Media management introduces students to the business of media. It allows them to explore the uniqueness of information as a product, shedding the light on two perspective models, namely the market one and that of the public sphere. While the market aims at profits and the public sphere is concerned with public interest, facts, theories and articles related to these issues, are communicated to the students.
PREL455	Public Speaking	**3**	Public Speaking introduces students to the principles of public speaking; It critically examines students' own and others' speeches through interactive practice. The course introduces students to the essential of presentations, job interviews and in more general instances of communication. It is an introduction to the rhetorical study dating back to the Ancient Greeks, their structure and process of public speaking. It invites students to critically examine their speeches as well as other students' in addition to famous speeches for formative purposes.
RATV230	Radio-TV Workshop II	**3**	Workshop II is an intermediate course in visual storytelling. Students will learn cutting-edge techniques and artistic applications in cinematography as well as acquire the knowledge needed to extend their creative capability at delivering an original visual style. Students will discover how a cinematographer interprets a script, the elements of mise-en-scene, camera configurations, creating aesthetically consistent shots, and lighting for mood. In this course, students will harvest their technical abilities with creative choices to attain a unique look. When it comes to editing, students will learn how to cut seamless shots to form a unified scene that will stimulate different thoughts and emotions.
RATV315	Television Production	**3**	Television Production gives students the ability to apply advanced skills in television and video production, through the planning, producing, and recording of television programs and videos, as well as demonstrating the capacity to write script and dialogue.
RATV316	Mobile Media	**3**	Mobile Media is an exploration of new video technologies involving digital photography and portable video production, post-production and broadcast. It is a study of streaming media for distribution on "hand- held" devices, "video casts" or "Podcast." Students from Beirut Campus, Saida Campus, Nabatiyeh Campus and Tripoli Campus will all work closely together in Beirut and another city of their choice to produce two video mapping projects for each city.
RATV370	Writing for Radio and TV	**3**	Writing for Radio and TV introduces students to the characteristics and rules for effective writing for radio and TV while focusing on writing for simple news and reports. The course teaches students the best ways to write for the ear in the case of writing for radio, while focusing on the two levels that characterize such writing: Voice Over and Natural Sound. As for writing for TV, it gives guidelines on how to write for the eye and ear by using efficiently the four available levels: Picture, Voice Over, Natural Sounds and Graphics.
RATV425	TV Directing	**3**	Television Directing uses the multi-camera studio to create different TV programing. It provides the opportunity for students to develop their directorial and producing skills while putting emphasis on the director and producer as production team leaders. Students work in teams, each team is responsible for at least one complete production. In addition, each student serves in various crew positions for the other productions. This model is used on various program genres. Examples include: Drama, Situation Comedy, newscast, game show and talk show projects from script to screen. Students will implement all the theoretical concepts learned in the television production course.
RATV430	Radio Production	**3**	Radio Production introduces students to prepare and execute different types of Radio production. Students are expected to explore different departments of a radio station and understand a brief overview and history of radio and broadcasting, the studios, the equipment and the software. The fun part of this course is the application, when it is time to perform and execute the projects.
RATV440	Digital Media Production	**3**	Digital Media Production introduces students to a foundational knowledge applicable to a wide range of current media-related professions. The student will have the opportunity to develop hands-on production skills, achieve technical proficiency, and make sophisticated choices in the creation of digital media. This course will introduce production techniques for creating digital media. Students will look at examples from digital cinema and interactive media each week. Using DSLR cameras, and Adobe Creative Cloud programs, students will produce photographs. Students will create an original film, animation, audio project, or other digital media work, and work independently with faculty guidance and will participate in classroom peer-based critique sessions. By the end of the course, students will complete and share a portfolio-ready project.

RATV495	Senior Study in Radio and TV	**3**	Senior Study in Radio and TV introduces students to the end-product experience with the processes of fine-tuning a flood of ideas into an individual video project, and a translation of ideas into an audiovisual production reality. In this course, students are exposed to a diversity of concepts and themes (social, political, psychological, humanitarian… etc.) to guide them throughout their research. Students are challenged into a creative call for concepts and critiques to determine which idea should be taken to the finish and how to research, organize and produce an audiovisual project. Senior students are exposed to the thinking of a variety of professionals in their field of interest according to their choice of subject and genre. The course is designed to be a hands on approach where students will write, direct, produce and edit their own work, all while under the umbrella of an instructor supervision.
RTVF340	Script Writing	**3**	Scriptwriting introduces students to the script journey, where images are translated into words to create a believable script. Students might have watched movies, but they never faced the blank white pages, where what they see is to be translated into one single format. Students will go through the script format, the story structure, scenes and their organization, creation of a character, writer’s block and the art of the dialogue. This course is a very essential step into film creation.
RTVF410	Art of Film	**3**	Art of Film introduces students to the formal and aesthetic fundamentals of the film medium; it is a close examination of important films in the history of cinema and in the development of this art. Students will screen different films and study image and sound form and how it creates content: with an emphasis on cinematography.
RTVF425	Documentary Making	**3**	Documentary Making combines studies of existing recognized documentary films with the creative exercise of the student’s own film production. This course is suitable for both Radio/TV and Journalism students. The course will cover the history of documentary filmmaking, and will encourage students to be aware of how each stylistic choice (of framing, shot duration, shot scale, interview questions, camera angle, editing, lighting) bears a history of both politics and art. The course will also focus on ethical problems, research, reporting, interviewing, writing, legal issues, economics, aesthetics and diversity of the documentary. In class discussions on established films will be very rich, and students will consider the fine and changing balance between capturing a spectator’s attention and sensationalizing a subject: how to tell stories and present images/sounds that might make an audience feel and think? Finally, the course will also focus on pre-production in the sense of a written script as students will go through script writing for documentaries and the need for such a step in documentary making.