

UNIVERSITY DIPLOMA IN ARABIC DIGITAL CONTENT

Main Language of Instruction:

French ☐ English ☐ Arabic ☒

Campus Where the Program Is Offered: CSH

OBJECTIVES

The University Diploma in Arabic Digital Content aims to:

- Prepare specialized professionals capable of managing and maintaining digital accounts for institutions and individuals in the Arabic language.
- Train digital editors capable of producing professional Arabic content that combines linguistic accuracy, quality writing, and effective communication.
- Develop digital content creation skills in line with the requirements of social media platforms and emerging digital environments.
- Enhance students' abilities in writing media, marketing, and cultural content tailored to digital platforms.
- Promote the use of modern digital tools and emerging technologies in content production and management.
- Keep pace with rapid technological developments in digital media and content creation.
- Foster awareness of digital publishing ethics and professional responsibility in content production and dissemination.
- Link linguistic and digital skills to labor market requirements and emerging career opportunities in media and digital communication.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

Upon completion of the program, students will be able to:

- Develop a professional and creative digital identity capable of adapting to developments in digital media and content creation while preserving the integrity and authenticity of the Arabic language.
- Produce Arabic digital content that combines linguistic accuracy, creativity, and effective audience engagement.
- Acquire digital editing skills, digital account management competencies, and audience engagement techniques across various platforms.
- Develop critical thinking skills for analyzing digital content and understanding its cultural, media, and social impact.
- Utilize modern digital tools and technologies in content creation and dissemination while adhering to publishing ethics and professional responsibility.
- Strengthen research, creative thinking, and collaborative work skills within digital environments.

ADMISSION REQUIREMENTS

Applicants must:

- Hold a bachelor's degree, regardless of specialization.
- Demonstrate proficiency in at least one foreign language.

PROGRAM REQUIREMENTS

30 Credits: Required Courses (30 credits)

Social Media and Usage Skills (5 Cr.), Digital Editing and Creative Writing (5 Cr.), Digital Security, Self-Protection, and Information Technology Security (5 Cr.), Support Groups and Opinion Formation (5 Cr.), Media Professional Ethics and Their Alignment with Digital Content (5 Cr.), Mobile Journalism and Visual Communication as an Effective Communication Tool (5 Cr.)



COURSE DESCRIPTION

045LOSSL1	Social Media and Usage Skills	5 Cr.
This course examines the emergence and evolution of social media and its impact on media, marketing, institutional communication, customer service, citizen journalism, content creation, and audience engagement. It also provides an introduction to the functioning of digital platforms, their characteristics, and their use in communication, management, and digital marketing. By the end of the course, students will be able to: • Identify the characteristics, mechanisms, and various functions of social media platforms. • Develop skills in using digital platforms and managing their content. • Produce digital content tailored to specific platforms and target audiences. • Critically assess the impact of social media on media and society. • Create, develop, and effectively distribute digital content.		
045TREEF1	Digital Editing and Creative Writing	5 Cr.
This course consists of two complementary components focused on mastering and enriching Arabic language skills. The first component covers the principles of writing and publishing in Arabic, including the proper use of grammar, morphology, rhetoric, stylistics, and spelling, particularly in written and digital content. The second component emphasizes the correct use of Arabic phonetics, pronunciation, articulation, vocalization (diacritics), and common oral and written language errors. By the end of the course, students will be able to: • Write and publish in accurate Arabic. • Avoid common mistakes in everyday writing and various content formats. • Effectively use Arabic letters, sentence structures, and paragraph organization with fluency and coherence. • Express ideas creatively while adhering to linguistic and stylistic standards.		
045SNPPL1	Digital Security, Self-Protection, and Information Technology Security	5 Cr.
This course addresses the principles of digital information security, risks threatening digital data and accounts, and protection methods used to prevent breaches and misuse. It introduces students to standards and procedures for safeguarding digital information and communications, ensuring confidentiality, authenticity, integrity, and protection against unauthorized access. The course aims to strengthen cybersecurity awareness and develop essential skills for protecting accounts, content, and data in digital environments. By the end of the course, students will be able to: • Recognize and avoid risks affecting digital information. • Use information technology safely on social media platforms and in online shopping environments. • Protect their digital identity. • Understand common technologies and the methods used to secure them. • Implement security measures for electronic devices. • Protect digital data from various forms of violation and misuse. • Secure accounts and pages across multiple digital platforms.		
045MDFKF	Support Groups and Opinion Formation	5 Cr.
This course examines the concept of support groups and the mechanisms of opinion formation within digital environments, as well as the role of social media in influencing audiences and shaping public discourse. Students are introduced to methods for building digital communities, campaign management strategies, follower engagement techniques, and digital marketing and sponsored advertising tools used to reach target audiences and enhance digital influence. The course aims to develop students' understanding of digital public opinion dynamics and provide foundational skills in digital campaign management and audience building.		



By the end of the course, students will be able to:

- Understand the mechanisms of opinion formation in digital spaces.
- Distinguish between the characteristics of support groups and methods of building and managing them.
- Use social media tools effectively to influence and engage audiences.
- Understand digital targeting techniques and sponsored advertising across platforms.
- Design basic digital campaigns through social media and search engines.
- Plan digital content aligned with audience needs and strategic objectives.
- Integrate multiple digital channels to maximize reach and impact.

045MDMNL1	Media Professional Ethics and Their Alignment with Digital Content	5 Cr.
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This course examines the ethical principles governing media work in both traditional and digital environments, with particular emphasis on the challenges posed by social media and digital platforms.

Students are introduced to the professional and legal responsibilities associated with publishing and media coverage, the importance of respecting privacy and human dignity, and the promotion of social cohesion through responsible media practices.

The course also addresses new media ethics, verification practices, the distinction between freedom of expression and ethical or legal violations, and the concept of self-regulation as a means of protecting media organizations and digital accounts from risks and crises.

By the end of the course, students will be able to:

- Identify the ethical principles governing work in both traditional and digital media.
- Distinguish between acceptable and unacceptable professional practices, even when ethical choices may result in the loss of a journalistic scoop.
- Respect the privacy of individuals and communities.
- Promote social harmony through ethical media practices.
- Manage accounts, pages, and websites responsibly without exposing them to risks arising from ethical lapses or reckless conduct.

045PMDUL1	Mobile Journalism and Visual Communication as an Effective Communication Tool	5 Cr.
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This course covers the fundamentals of producing visual and digital content for social media and digital platforms, with a focus on mobile journalism (MoJo), short-form video production, and multimedia reporting.

Students learn image capture techniques, video editing and processing methods, and the use of appropriate digital tools to create engaging and effective visual content. The course also explores visual storytelling techniques, the use of images and videos to communicate messages and influence audiences, and the standards governing digital publishing and verification of visual content.

The course aims to equip students with practical skills in producing digital visual content and effectively integrating it into various media and communication contexts.

By the end of the course, students will be able to:

- Produce short-form videos tailored to the characteristics of specific digital platforms.
 - Create mobile journalism reports using smartphones.
 - Develop static and animated visual storytelling content.
 - Use image and video editing software and verify the authenticity of visual materials.
 - Apply visual communication techniques to convey ideas and deliver targeted messages effectively.
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