

# DIGITAL MEDIA AND COMMUNICATION TECHNOLOGY

Degree Level: Postgraduate



 Qualification type	 Location	 Study mode	 Delivery Language	 Duration
Doctoral Degree	Main Campus	Full Time	Arabic	Three Years

## KEY FACTS

SDG



NQF\*

NQF Placed 2023  
Reference Q23-009 Level 9

### Contact Persons

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\*National Qualifications Framework

## GENERAL STATISTICS

Advisory Board  
Satisfaction

88.33%

Employer  
Satisfaction

89.48%

Student  
Satisfaction

90.41%

## OVERVIEW

The PhD programme in Digital Media and Communication Technology caters to graduates who hold a master's degree and fulfil the programme's admission requirements. The programme is designed for individuals seeking to pursue a career in this field and possess a keen interest in acquiring contemporary specialised knowledge while bridging theory with practical application. Its primary objective is to cultivate and enhance a diverse set of professional skills, encompassing communication, professional ethics, and leadership.

Moreover, the programme serves as an ideal pathway for learners aspiring to complete their postgraduate studies and attain a doctoral degree. Participants will have the opportunity to develop their skills in scientific research, gain insights into cutting-edge scientific theories within the realm of digital media and communication technology, and ultimately produce a PhD thesis.

This comprehensive academic journey serves as a stepping stone for individuals seeking to advance their expertise in scientific research and make significant contributions to the field of communication and digital media.

## PROGRAMME AIMS

Ahlia University offers a PhD programme in Digital Media and Communication Technology to achieve leadership, scientific, and academic excellence locally and globally.

The programme aims to contribute to building a knowledge society through choosing the best academics who are qualified to raise the performance efficiency of academic and media institutions in both government and private sectors. Since the technology is rapidly developing, this programme focuses on preparing a new generation of distinguished researchers in field of digital media and communication technology, who are able to conduct innovative scientific research.

Students enrolled in the programme will practice theoretical and methodological studies which aim to contribute to community service and building a knowledge economy. The studies will be offered based on the latest Arab and international productions, and in accordance with Arab and Islamic teachings, values and culture, and linked to Bahraini and Arab society issues, and meet the academic and professional research needs.

The Programme aims to:

1. Graduating highly specialized media professionals capable of conducting innovative and original scientific research in digital media and communication technology, while incorporating the latest theoretical and methodological advancements.
2. Advancing scientific research by updating research priorities and supporting in-depth specialized projects in digital media and communication technology.
3. Facilitating scientific partnerships with local and international universities, media departments, and decision-making centres to foster knowledge exchange and collaboration.
4. Supplying qualified researchers and academics to universities, research centres, and decision-making centres in the Kingdom of Bahrain to meet educational and research demands.
5. Developing exceptional leaders for governmental and private media institutions, as well as various business organisations, to drive their growth and advancement.

## ENTRY REQUIREMENTS

To be considered for admission to PhD programme in Digital Media and Communication Technology, offered by the College of Arts and Sciences at Ahlia University, applicants must meet the following criteria:

<b>Academic Degree</b>	Applicants must possess a recognised and accredited master's degree, as well as a recognised and accredited bachelor's degree
<b>Academic Specialisation</b>	Applicants should hold an academic degree in the field of media and public relations or a related specialisation such as video production, journalism, communication studies, business administration, human resources, marketing, or international relations. If candidates from other majors are accepted, they will be required to complete two remedial courses. Remedial Courses for Master's Programme in Mass Communication and Public Relations: <ul style="list-style-type: none"> <li><b>MCPR 500:</b> Research Methods in Mass Communication and Public Relations.</li> <li><b>MCPR 501:</b> Contemporary Trends in Mass Communication Theories and Public Relations</li> </ul> <b>Note:</b> Remedial course hours are not included in the credit hours required for the degree.
<b>Academic GPA</b>	The minimum GPA requirement for admission is 3.00 out of 4.00 or its equivalent, indicating a very good grade.
<b>English Language Proficiency</b>	Applicants must demonstrate English language proficiency by meeting one of the following criteria: <ul style="list-style-type: none"> <li>Completion of a master's degree from an institution where English is the primary language of instruction.</li> <li>Achieving a score of %70 or higher on the English language level test at the Ahlia University.</li> <li>Obtaining an IELTS score of 6.0 or higher.</li> <li>Obtaining a TOEFL iBT score of 60 or higher.</li> </ul>
<b>Academic Recommendations</b>	Submission of two academic recommendations from professors who have previously taught the applicant or are known to employers.
<b>Passing the Programme Admissions Committee Evaluation</b>	A committee composed of three faculty members from the department will evaluate the candidate. The evaluation score is out of 100 and is divided into two components: %50 for the PhD thesis proposal and %50 for the interview and oral presentation of the thesis proposal. Candidates must obtain a minimum of %70 or more of the total evaluation score to be accepted into the programme.
<b>PhD Thesis Proposal</b>	Candidates are required to submit a proposal for their PhD thesis. The proposal should contain the following elements, presented within a maximum of 5 pages (2000 words): <ul style="list-style-type: none"> <li>Title of the thesis</li> <li>Study Problem</li> <li>Objectives and importance of the study</li> <li>Literature reviews</li> <li>Brief description of the proposed methodologies</li> <li>Data collection methods and sources</li> <li>List of references used</li> </ul>
<b>Oral Presentation of the Thesis Proposal</b>	Candidates will deliver an oral presentation of their thesis proposal, accompanied by a multimedia-based presentation. The interview conducted will cover several aspects, including: the candidate's communication skills and suitability for the programme, awareness of digital programmes and applications, and research and scientific competence.

## FEES

Application Fee	BD 100
Registration Fee	BD 500
First Year Fee	BD 4,000
Second Year Fee	BD 4,000
Third Year Fee	BD 4,000
<b>TOTAL</b>	<b>BD 12,600</b>

## STUDY PLAN

### FIRST YEAR (18 Credits)

#### First Semester

Course Title	Lec	Lab	Cr
Readings in Digital Media and Communication Technology	3	0	3
Intercultural Communication	3	0	3
Legal Issues in Mass Communication	3	0	3
			<b>9</b>

#### Second Semester

Course Title	Lec	Lab	Cr
Research Methods in Media and Digital Communication	2	2	3
Internet Culture and Digital Media Applications	2	2	3
Strategic Communication	3	0	3
			<b>9</b>

### SECOND & THIRD YEAR (32 CREDITS)

Course Title	Lec	Lab	Cr
PhD Thesis in Digital Media and Communication Technology	0	0	32
			<b>32</b>

**Prerequisite** Completion of at least 18 credits and Minimum CGPA 3

The curriculum of the Ph.D. programme consists of 50 credit-hours. The duration of the study is 3 years, extendable to two years maximum, distributed as above.

\* A student can register in the thesis course only upon successfully completing the 18 credit hours courses with a minimum CGPA equivalent to B. The thesis can be either in the Arabic or English language.

## EMPLOYABILITY

- University Academics for teaching positions
- Researchers
- Managers and Experts
- Specialised consultants
- Media Campaign Planners for political and public figures
- Directors of Global Centres in companies and institutions
- Consultants in Development and marketing departments