

Course Title : Introduction in Mass Communication

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 101	B	1	3	0	0	3.00	4
Lecturer and Office Hours			Ramadan Cipuri, PhD				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			Mass communication includes a wide distribution of information more or less simultaneously to large audiences. This course addresses the fundamental nature of mass communication, organizations and tools that comprise it, the media and the means by which it relates and the audience that uses it. It is an introductory course to the mass media, the distinctive features, some basic theories of communication, organizational issues in terms of ownership, modern technology, etc. The course examines the ways how special media means such as newspapers, books, radio, TV and new media help in the formation of social reality. In particular it will be analyzed the opinion-making techniques directly through the mass media. A special attention will be devoted to the audience involvement and its impact on the mass media				
Objectives			This course will help students to: □ understand the value that communication; particularly journalism has in building a free society. □ acquire knowledge on the evolution of media □ learn ways on identifying and better using resources for a qualified journalism in order to be better informed. □ develop ethical values, professional attitudes and personal skills needed for their preparation as communication specialists				

Course Outline

Week	Topics
1	Introduction to Communication Sciences / Communication and Culture
2	Message through verbal and nonverbal communication, as well as public speaking
3	The message through the book as a means of mass communication
4	Newspapers as a means of mass communication
5	Characteristics of mass message through radio
6	Television and its features
7	Cinema and film
8	Midterm Exam
9	The Internet and the Web, new media as a means of mass communication
10	Advertising and the message transmitted through it
11	Public relations and their characteristics
12	News agencies
13	Audiences, their influence an involvement in mass communication
14	Ethics and other formal controls
15	The social effects of mass communication
16	Final Exam
Prerequisites	

Textbook	<ul style="list-style-type: none"> • Fuga, Artan: Brirret e dhise: lexime ne komunikim.: Sprachëissenschaft, Linguistik, Philologie. • Fuga, Artan. Shtigje drejt guvës së gjarprit. Tiranë: Ora, 2001 • Dominick R., Joseph, Dinamika e komunikimit masiv, Media në periudhën digjitale, UET Press, 2011
Other References	<ul style="list-style-type: none"> • Fuga, Artan, • Balle, Francis, Mediat dhe Shoqëritë, Botimi i 15, Papirus, 2011 • Fuga, Artan, Monolog, Botimet Dudaj, Tiranë,2010 • McLuhan, Marshall, Instrumentat e Komunikimit, Instituti i Dialogut dhe Komunikimit
Laboratory Work	
Computer Usage	
Other	

Learning Outcomes and Competences

1	Students will gain knowledge about ways of the functioning of mass media
2	Students will develop critical thinking on the perception of the message disseminated by the mass media.
3	Students will be able to discuss and defend the importance of journalism in building a free society.

Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	30
Quizzes	2	10
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Attendance	1	10
Contribution of in-term studies to overall grade		50
Contribution of final examination to overall grade		50
Total		100

ECTS (Allocated Based on Student) Workload

Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	2	28
Assignments	0	0	0
Midterms	1	10	10
Final examination	1	15	15
Other	0	0	0
Total Work Load			101
Total Work Load / 25 (hours)			4,04
ECTS			4