

## Course Title : Print and Online Media

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 252	D	4	3	0	0	3.00	5
<b>Lecturer and Office Hours</b>			Rudi Dunga, Msc				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Bachelor				
<b>Description</b>			The course offers an enhanced content on print and online. In this course will be addressed in detail the main genres of journalism, as well as the challenges facing traditional media and online media. What are the main characteristics of the Albanian press? What are the challenges of traditional media in an era of rapid technological developments? A news media will survive online? The press face online media will be the focus of this course.				
<b>Objectives</b>			In this course intended for students: - Understand and recognize all genres of traditional journalism. - To recognize and develop their knowledge about ongoing developments in online media. - Train on ways of transmitting information through print and online media. - To perceive more clearly the challenge between traditional media and new.				

## Course Outline

Week	Topics
1	Internet and Mass Communication- The idea of the birth of the internet and web today- Internet , heterogeneous media on a single technical support- Internet in Albania
2	Journalism and Audience- The role of journalism and the challenges facing- Accuracy , fairness and objectivity problem- Framing of news
3	Citizen journalism and convergence- Citizen Journalism- Convergence- Traditional media : To where it started ?
4	Farewell era newspapers- The era of technological development in journalism- Changing the traditional media
5	Massive interactivity- Word control from the audience
6	West of traditional media- Digital Revolution- Position the radio- Television screens and union
7	Infoobesity: Journalism as solution- Filters, facing deluge of information
8	Midterm Exam
9	Reporting on web- Guidelines for writing on the web- Legal and Ethical Concerns- Readers of tomorrow
10	Social Forums and society- Privacy and anonymity- Transformation of culture - entertainment relations
11	Tradition , trends, innovation- From the history of world press- Information on the pamphlet- The difference between controversy and pamphlet
12	Literary genres- Some of the stories before- Performance of the pamphlet- Feuilleton
13	Content on the meaning of Analytical Species- Editorial- Comments - Article- Pamphlet
14	The report- Definition- Difficulty objective- General features- Reportage or description ?
15	Presentation of works
16	Final Exam
<b>Prerequisites</b>	
<b>Textbook</b>	<ul style="list-style-type: none"> <li>• “A na duhen më gazetarët?”, Eric Scherer</li> <li>• “Gazetaria 2”, Hamit Boriçi</li> <li>• “Media në erën e internetit dhe globalizmit”, ISHM</li> </ul>

<b>Other References</b>	<ul style="list-style-type: none"> <li>• “FLU si të njohësh të vërtetën në epokën e mbingarkesës së informacionit”, Bill Kovach &amp; Tom Rosentiel</li> <li>• “Etika e mediave digjitale”, ISHM</li> <li>• "Raportimi dhe Shkrimi i Lajmeve", Missouri Group</li> </ul>
<b>Laboratory Work</b>	
<b>Computer Usage</b>	
<b>Other</b>	

### Learning Outcomes and Competences

<b>1</b>	Students will acquire knowledge on the press and online media.
<b>2</b>	Students will be able to recognize and prepare to news published in newspapers, magazines and websites.
<b>3</b>	Students will be able to discuss and defend their opinions and ideas on the Albanian media in general, as a contribution to the building of a free society and integrated.

### Course Evaluation Methods

<b>In-term studies</b>	<b>Quantity</b>	<b>Percentage</b>
Midterms	1	30
Quizzes	0	0
Projects	0	0
Term Projects	1	20
Laboratory	0	0
Attendance	1	10
<b>Contribution of in-term studies to overall grade</b>		<b>60</b>
<b>Contribution of final examination to overall grade</b>		<b>40</b>
<b>Total</b>		100

### ECTS (Allocated Based on Student) Workload

<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total Workload (hours)</b>
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	4	56
Assignments	1	0	0
Midterms	1	8	8
Final examination	1	13	13
Other	0	0	0
<b>Total Work Load</b>			<b>125</b>
<b>Total Work Load / 25 (hours)</b>			<b>5</b>
<b>ECTS</b>			<b>5</b>