

## 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>			Erlis Çela, PhD				
<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	History of world press- Information on the pamphlet- The difference between controversy and pamphlet
2	Discussion on Journalistic genres and formats: Reportage
3	Discussion on Journalistic genres and formats: Feuilleton, editorial, comment and OP-Ed
4	History of Internet- Consolidation as a medium of communication
5	Blogs and blogging as a new journalistic practice
6	Audiences- Online news media and transformation of the audience' role
7	Social media and online news platforms
8	Midterm Exam
9	Citizen Journalism
10	Media Convergence - The transformational power of convergence
11	Reporting and Writing on web- Guidelines for news writing on the web
12	Ethics of online news media- Challenges and ethical dilemmas of online media
13	Economic model of network based media- challenges and the need for a sustainable model
14	Marketing and Public Relations in new media
15	Presentation of group projects
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> <li>• Komunikimi në shoqërinë masive, Artan Fuga, Papirus, 2014</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> </ul>

<b>Laboratory Work</b>			
<b>Computer Usage</b>			
<b>Other</b>			
<b>Learning Outcomes and Competences</b>			
<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.		
<b>Course Evaluation Methods</b>			
<b>In-term studies</b>		<b>Quantity</b>	<b>Percentage</b>
Midterms		1	20
Quizzes		1	10
Projects		0	0
Term Projects		1	10
Laboratory		0	0
Attendance		1	10
<b>Contribution of in-term studies to overall grade</b>			<b>50</b>
<b>Contribution of final examination to overall grade</b>			<b>50</b>
<b>Total</b>			<b>100</b>
<b>ECTS (Allocated Based on Student) Workload</b>			
<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>