

Course Title : Media History

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 112	B	2	3	0	0	3.00	5
Lecturer and Office Hours			Mark Marku, Prof. Assoc. Dr.				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			This course focuses on the history of the world mass media - to people, institutions and ideas that describe the past also will influence the future. In this subject there will be treated different topics related to the history of media, including technological changes, social roles and changes of business structures of the mass media.				
Objectives			The course aims to give some details about historical research in the media. Students will read articles and texts of different authors, which will help them to make research on comparing the past with the present. Another goal is the teaching of the history itself. History is a tool that helps to interpret not only the past but also the future				

Course Outline

Week	Topics
1	Introduction to course Course Objectives Basic rules and process
2	Basics of Journalism: Jayson Blair Case First Amendment
3	Functions of the Media Media types Continuous Audience Production and distribution
4	The continuity of media The impact of control
5	History of book
6	History of radio
7	The history of television broadcasting
8	Midterm Exam
9	The history of print media
10	Impact of communication tools to the public in the first half of the twentieth century
11	The beginnings of website and its challenges with media
12	Media influence and ethics
13	Media. Public Opinion.Public Space
14	Journals Industry
15	Public relations and advertising
16	Final Exam
Prerequisites	
Textbook	<ul style="list-style-type: none"> • Kovarik, Bill, Revolutions in Communications, Media History from Gutenberg to the Digital Age
Other References	<ul style="list-style-type: none"> • Mightier than the Sword by Rodger Streitmatter (Westview Press, 1997) • http://www.poynter.org/ • http://www.poynter.org/column.asp?id=45&aid=69395 • www.spj.org
Laboratory Work	

Computer Usage			
Other			
Learning Outcomes and Competences			
1	Students will acquire basic knowledge of communication sciences		
2	Students will be able to recognize and better use the sources of information		
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		0	0
Projects		1	20
Term Projects		0	0
Laboratory		0	0
Attendance		1	10
Contribution of in-term studies to overall grade			60
Contribution of final examination to overall grade			40
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	4	56
Assignments	1	0	0
Midterms	1	10	10
Final examination	1	15	15
Other	0	0	0
Total Work Load			129
Total Work Load / 25 (hours)			5,16
ECTS			5