

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
Lecturer and Office Hours			Jola Marku, Msc				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			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.				
Objectives			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	Understanding new media
6	Audiences- Online news media and transformation of the audience' role
7	McLuhan and technological determinism
8	Midterm Exam
9	Citizen Journalism
10	Political Economy of New Media
11	Digital visibility and visibility
12	Ethics of online news media- Challenges and ethical dilemmas of online media
13	New Media and Identity
14	Marketing and Public Relations in new media
15	New media and participatory culture
16	Final Exam
Prerequisites	
Textbook	<ul style="list-style-type: none"> • “Media në erën e internetit dhe globalizmit”, ISHM • Komunikimi në shoqërinë masive, Artan Fuga, Papirus, 2014 • Eugenia Siapera (2017): Understanding New Media • Simon Lindgren (2017): Digital Media and Society • Artan Fuga (2017): Mediamorfozë dhe Metakomunikim
Other References	<ul style="list-style-type: none"> • “FLU si të njohësh të vërtetën në epokën e mbingarkesës së informacionit”, Bill Kovach & Tom Rosentiel

Laboratory Work			
Computer Usage			
Other			
Learning Outcomes and Competences			
1	Students will acquire knowledge on the press and online media.		
2	Students will be able to recognize and prepare to news published in newspapers, magazines and websites.		
3	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			
In-term studies		Quantity	Percentage
Midterms		1	20
Quizzes		0	0
Projects		1	15
Term Projects		1	30
Laboratory		0	0
Attendance		0	0
Contribution of in-term studies to overall grade			65
Contribution of final examination to overall grade			35
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	2	0	0
Midterms	1	8	8
Final examination	1	13	13
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5
ECTS			5