

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			Jola Marku, Msc				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			<p>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</p>				
Objectives			<p>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</p>				

Course Outline

Week	Topics
1	Media and Mass Communication
2	Convergence and the Reshaping of Mass Communication
3	Mass Communication, Culture, and Media Literacy
4	Books and Newspapers as means of Mass Communication
5	Cinema and Film
6	Radio and Television
7	Mass Communication in the historical and cultural context: Albania
8	Midterm Exam
9	Theories and Effects of Mass Communication
10	Audiences and Users: Audience's Behaviors in front of the media
11	Media Freedom and Ethics
12	Internet and the World Wide Web
13	Public Relations
14	Advertising
15	Global Media
16	Final Exam
Prerequisites	

Textbook	<ul style="list-style-type: none"> • Stanley Baran: Introduction to Mass Communication (2018) - 10th Edition • Artan Fuga: Biret e dhise: lexime ne komunikim • Joseph Dominick: Dynamics of Mass Communication (2013) - 12th edition • Artan Fuga: Mediamorfoze dhe Metakomunikim, 2017
Other References	<ul style="list-style-type: none"> • Balle, Francis, Mediat dhe Shoqëritë, Botimi i 15, Papirus, 2011 • 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 the ways mass media functions
2	Students will develop critical thinking on the perception of the message disseminated by the mass media
3	Students will be able to understand the impact of society towards media and the impact of media towards individuals and society

Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	25
Quizzes	0	0
Projects	1	20
Term Projects	0	0
Laboratory	0	0
Attendance	1	15
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	2	28
Assignments	1	0	0
Midterms	1	10	10
Final examination	1	14	14
Other	0	0	0
Total Work Load			100
Total Work Load / 25 (hours)			4
ECTS			4