

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			Valmora Gogo, PhD				
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	Presentation of the course and topics. Introduction to print and online media. How the media landscape has changed and new challenges. Dealing with convergence, digitization, change between readers and interactive audiences, hybridization, etc.
2	Principles of news reporting and writing. Have they changed? How news is managed in new newsroom models. How traditional newsrooms have changed.
3	New journalist profile; what he has inherit from the traditional press journalism and what new skills he has acquired. Sources. Doing journalism in 2020.
4	The link between the published and the online press: GENRES. What are the genres and how have they changed? An in-depth look at new and traditional journalism with a focus on genres: information, analytical, online media genres etc.
5	Why it's important to understand that today anyone can create media content; Media literacy and understanding the risks in an information overloaded space.
6	Visual Communication and multimedia- the new in the media landscape. From newspaper designer to journalist that is learning new skills; using audio, videos, photos, graphics, etc.
7	Interactive Audiences. Ethical service. Tracking the news. Who is reading right now?
8	Midterm Exam
9	How do we find inspiration? How to choose the theme for the next article. How to work with resources, balance etc. An investigation may find the light of publication also driven by audience's status on "Facebook" and in other social networks. How to use social networks smartly.
10	How to write for digital media? The principles of good writing. Speed and accuracy.
11	How to write for digital media? Tools and Techniques. Media Multitaskers.
12	Editing for digital media. Principles for success.
13	Editing for digital media. Voice and style. Using Albanian Language.
14	Establishing and communicating reliability in digital spaces. Copyright
15	Project Presentation
16	Final Exam

Prerequisites	
Textbook	<ul style="list-style-type: none"> • “The Handbook of Global Online Journalism”, Edited by Eugenia Siapera and Andreas Veglis, John Wiley & Sons, Inc, 2012 • “Writing and Editing for Digital Media”, Brian Carroll, Routledge, 2017 • “Zhanret e Gazetarisë”, Bajram Kosumi, UBT, 2016 • “Zhanret e Gazetarisë”, Bajram Kosumi, UBT, 2016 • “Editoriali në shtypin shqiptar të tranzicionit”, Valmora Gogo, Universiteti i Tiranës, disertacion, 2017
Other References	<ul style="list-style-type: none"> • “The Language of Journalism: A Multi-genre Perspective”, Michael Higgins, Angela Smith, Bloomsbury Academic, 2013 • “Emerging Genres in New Media Environments”, Carolyn R. Miller, Ashley R. Kelly (eds.), Palgrave Macmillan, 2017 • “Blur: How to Know What's True in the Age of Information Overload”, Bill Kovach, Tom Rosenstiel, Bloomsbury USA, 2010 • “White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design”, Golombisky, K., Hagen, R. (3rd ed.). Boca Raton: Taylor & Francis, 2016
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	40
Quizzes	0	0
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Attendance	1	10
Contribution of in-term studies to overall grade		50
Contribution of final examination to overall grade		50
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	0	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