

Course Name : Identities and Mass Communication							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 403	B	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Agron Tufa, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		The course of "Identity through media" will describe, present and study the strategy, reasons and motivation that all the kinds of the media discourse will nourish on hot topics, new and older ones, about national, political, ideological, cultural, ethnic and religious identities, superposed on the landscape of today's modern societies, Albanian one as well among them. The source and origin of the identities, the social and cultural agents that nourish it under the media dynamics, forums, special editions and press conferences will be studied in retrospective aspects as well as in the futurological point of view. Examples of tolerance and intolerance, the hegemony of an identity and the hegemony of another's will be studied from the theoretic and practice point of view, parallel to the attempts of finding new formulas of tolerant co-existence in a democratic society. It's of huge importance the sustainable concept of approaching the identity issues, the ragged identities, fake identities or identities raised to myth and at last, the inner and outer conjunctures of identities' clash. The nature of the lessons foresees that, parallel to theoretic notions, there will be a rich discourse and illustrated with examples from real national and international practices.					
Objectives		This course aims to: - Equip the student with comprehensive knowledge on theoretic basis of identities. - To focus the students on the impact and huge role that media has in managing the complexity of imagine in a democratic and tolerant society. - To enable to the students a scientific knowledge of the nature of the problems and to understand the importance of social groups' identity in building their sensibility and character.					
Core Concepts							
Course Outline							
Week	Topic						
1	National identities and their formation in the verge of modern societies. National eposes as embryos of national identity formation.						
2	Nation, state and religion. National identities and religious identities under the media mixer.						
3	The mechanism of identities' production; the role of the media and literature: creation of national identities.						
4	Balkan Identity and the Albanian national identity: the role of literature and their mediatic representation in media.						
5	Albanian identity between East and West in discourse polemics of media.						
6	Eurocentric and Orientalist discourse in the media.						
7	The big clash of identities in the XXI century media: the concept of co-existence between the modern and tradition according to F. Gülen.						
8	Midterm Exam						

9	The national factor and the identities in the globalist era: Globalism and Glocalism. Media potpourri.
10	Edward Said's Orientalism and the oriental refusal in the albanian media.
11	Media and Islam: ideologism and use of discourse. The rancor of Oriana Fallaci.
12	Europeanisation between the plurality and cultural identity: ingredients of identities.
13	The triennial religious structure of Albanians and the media biennial for the happy end of co-existence.
14	"The dictatorship" of media opinion: posing the problem of identities or posing their "deactivation".
15	The individual and collective "cemeteries" of perception: the technology of media image war as an attempted attack or the story of an unpunished crime.
16	Final Exam

Prerequisites		The student must attend the course at a minimum rate of 75%.
Literature		• Oksidentalizmi - Ian Buruma & Avishai Margalit, IDK, Tiranë 2004 • Komunikimi - Christian Baylon & Xavier Mignot, Logos-A, Shkup 2004 • Leksione të përgatitura nga lektori i lëndës • Hyrje në ndërkomunikimin kulturor - Martin&Nakayama, UET Press, Tiranë 2010.
References		• Religjioni, konteksti shoqëror - Meredith B. McGuire, Logos A, 2007 • Arratisje nga Lindja - Enis Sulstarova, Dudaj 2006 • Culture and Imperialism - Edward W. Said, Chatto and Windus, London 1993 • Përplasja e qytetërimeve dhe ribërja e rendit botëror - Samuel P. Huntington, Logos-A, Shkup 2004 • Lindja e Turqisë moderne - Bernard Lewis, SHLK, Tiranë 2004 • Ku është gabuar - Bernard Lewis, SHLK, Tiranë 2004 • Fundi i historisë dhe njeriu i fundit - Francis Fukuyama, Zenith, Prishtinë 2006 • Mesdheu - Fernand Braudel, IDK, Tiranë • Origjinat e totalitarizmit - Hannah Arendt, Dija, Prishtinë, 2002 • Skicë e mendimit politik shqiptar - Hysamedin Feraj, Logos-A, Shkup, 1999 • Islami ndërmjet Lindjes dhe Perëndimit - Alija Izetbegović, Prishtinë 2002 • Shteti mesjetar i Gjergj Kastriot Skënderbeut - Jahja Drançolli, Dukagjini, Pejë 2001 • Kultura popullore në Evropë në fillimet e Kohës së Re - Peter Burke, Central Europe University Press, 1996 • Studime shqiptare - Johan Georg von Hahn, IDK botime, Tiranë • Brirët e dhisë - Artan Fuga, Ora Botime, Tiranë 2008 • Europa juglindore në sundimin osman 1354-1804 - Peter F. Sugar, Dituria, Tiranë 2007 • Orientalizmi - Edward W. Said, Elbasan 2009 • Esad Pasha tradhëtar apo patriot, Tahir Kolgjini, Kumti, Tiranë 2003 • Orientalizëm apo Oksidentalizëm, Krist Maloki, Plejad • Kanuni i Lekë Dukagjinit, At' Shtjefën Gjeçovi • Kanuni i Skënderbeut, At' Frano Ilia • Kanuni i Dibrës, Xhafer Martini • Krijimi i identiteteve kombëtare (Europa e shekujve XVIII-XX), Anne-Marie Thiesse, Botimet • Identitete vrastare. Amin Malouf, Onufri, Tiranë 2006 • Çoroditja e botës. Amin Malouf, Tiranë IDK, 2009 • Shqiptarët midis Lindjes dhe Perëndimit. Eqrem Çabej, Tiranë MÇM 1996 • Shqipëria dhe nacionalizmi shqiptar në perandorinë osmane. Nuray Bozbor. Dituria. Tiranë 2002 • Kombet dhe nacionalizmi në erën globale. Anthony D. Smith, Dudaj, Tiranë 2008. • Mosmarrëveshja. Ismail Kadare. Onufri, Tiranë 2010. • Integrimi i fesë dhe identitetit të muslimanët e Ballkanit. Dr. Musa Musai. Alsar, Istanbul 2007
Course Outcome		
1	Students will learn to operate in theory and practice to strengthen the connection with the identities' truth ;	
2	Students will learn to construct more efficient relationships of communication with persons of respective communities.	

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	0	0	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	40	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	1	0	0
Midterms	0	8	0
Final Exam	1	10	10
Other	0	0	0
Total Work Load			142
Total Work Load / 25 (hours)			5.68
ECTS			6.00