

Course Name : Public, Audiences and Media Consumators							
Course Code	Course Type	Regular Semester	Lecture (hours/we ek)	Seminar (hours/we ek)	Lab. (hours/we ek)	Credits	ECTS
COM 563	B	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Bashkim Gjergji, Prof. Asoc. Dr.					
Assistant							
Course language		Albanian					
Course level		Master					
Description		On the focus of this course will be issues related to audiences. What’s audience, why is it talked about its heterogeneous character, which forces us to talk about many audiences, ababout many publics, what are they characterized of and role of functional demographic analysis to penetrate these kinds of features. What will be noted and explained during the course is closely linked to technological change and the emergence of new media, a development that is followed by the change of position of the audiences; the concept user generation content and the current situation in Albanian terrain					
Objectives		Recognition and use of media to influence the audience. Also the way the media measure their audience. Students will better understand the role the media has in their daily life and how audiences can be "manipulated". But at the same time they will be introduced to new ways of using conventional media channels and new media to exchange information, entertainment, etc.					
Core Concepts							
Course Outline							
Week	Topic						
1	Conventional media and audiences						
2	New media and communication lines						
3	Public opinion and audiences						
4	Audience measurement and practice restrictions						
5	Active audiences and: Is there a need for journalists? - Eric Scherer						
6	Demographic analysis of audiences						
7	Functional analysis of audiences (who can influence them?)						
8	Midterm Exam						
9	Functional analysis of audiences (who can influence them?)						
10	The role of brand and audiences						
11	Global audiences - M.Kunczik						
12	Trinomial: Audience / Politics / Media as an expression exchanging in democracy						
13	The truth in terms of information overload (Kovach & Rosenstiel)						
14	Audiences and their role in social life in Albania						
15	Repetition						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• E.Scherer, “A ka nevojë për gazetarë”, Papirus 2013 • Charls Ess, Etika e mediave dixhitale, ISHM • R.Jahanbegloo "Përplajsa e intolerancave" ISHM • B.Kovach&T.Rosenstie "FLU" ISHM		
References	• B.Kovach&T.Rosenstiel, “Si të mësojmë të vërtetën...”, ISHM 2013 • Leksione të përgatitura nga lektori • J.Dominick, “Dinamika e Komunikimit Masiv’, Uet – Press 2010		
Course Outcome			
1	To become familiar with academic debates surrounding the nature and construction of the public.		
2	To become familiar with the history of media as an industry and to understand and measure audiences.		
3	To have a clear concept of the individual's role as a participant in today's active audiences.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	30
Quizzes		0	0
Projects		1	20
Term Projects		0	0
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			60
Final exam percent			40
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	3	42
Duties	1	0	0
Midterms	1	20	20
Final Exam	1	40	40
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00