

| Course Name : News, Power and Truth Relationship |                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
|--------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|-------------------|---------|------|
| Course Code                                      | Course Type                                                 | Regular Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Lecture (hours/week) | Seminar (hours/week) | Lab. (hours/week) | Credits | ECTS |
| COM 513                                          | C                                                           | Fall                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3.00                 | 0.00                 | 0.00              | 3.00    | 6.00 |
|                                                  |                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| Lecturer                                         |                                                             | Briseida Mema, Prof. Dr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                      |                      |                   |         |      |
| Assistant                                        |                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| Course language                                  |                                                             | Albanian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                      |                      |                   |         |      |
| Course level                                     |                                                             | Master                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                      |                      |                   |         |      |
| Description                                      |                                                             | <p>Since the 16th century, numerous researcher and philosophers have attempted to determine the relationship between power, state,politics, government, the media and their influence over freedom and control. Throughout the years, as the political, economic and social conditions have changed a number of theories have shed some light with their attempt to explain these relationships. Regardless of these changes and directions: the main theme is the interdependence of the relationship between information, the media and the truth from the political systems,ideological system as well as other determining and dominant factors. Such factors of the political authorities include economic and social which dictate and impose on specific media systems, through which information and communication circulate. Sometimes respecting deontology and information media, which results in the truthful media, sometimes subjected to censorship, and sometimes censorship veiled by self-censorship – the result of which is manipulation.Morethen the truth powers prefer propaganda to hide the truth. Today’s media has become an industry built upon the needs of an open society, where information is sold, as a package, to the different interest and parties in power and to the state. This information is distributed in various formats that include text, photography, video, static and interactive infographs. Everything is broadcast through the many different outlets that on one hand facilitate communication but which at the same time create a compelling circuit that can be easily manipulated.</p> |                      |                      |                   |         |      |
| Objectives                                       |                                                             | <p>The analysis of political systems, theories of the authorities – the instruments, goals to be placed in control- the media systems under the constant pressure of the power whose only goal is to control the information. On the other hand, the analysis of real news, conflicts, and wars carried out by the various international media will enable the creation of the practical and theoretical platform upon which we can promote debates that aim to break down this analysis of the informational media used by the powers to carry out the truth or to manipulate it by creating structures or by using instruments, ideology and complex philosophy which determine the relationships between the news, the power and the truth.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                      |                      |                   |         |      |
| Core Concepts                                    |                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| Course Outline                                   |                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| Week                                             | Topic                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 1                                                | Powers and Politics,media and powers                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 2                                                | Power theory and structure/ Types of Power                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 3                                                | Power state and propaganda/ Theories of conflict            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 4                                                | On global power and hegemony /Cesorship and self-censorship |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 5                                                | International and comparative systems of media and power    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 6                                                | Theories of power, state,politic and media relationship     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |
| 7                                                | Media ownership and control/ The economy, media and power   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                      |                      |                   |         |      |

|           |                                                                                        |
|-----------|----------------------------------------------------------------------------------------|
| <b>8</b>  | Midterm Exam                                                                           |
| <b>9</b>  | Coverage of conflicts, events, editorial control/Manipulated truth                     |
| <b>10</b> | Geopolitics of Information/Tools of propaganda and their influence                     |
| <b>11</b> | Internationalization of media and freedom of information/ Social media and power       |
| <b>12</b> | Globalization and economics of information/Distinction of the various economic systems |
| <b>13</b> | Techniques, genre, styles and formats used by TV news channels or other media.         |
| <b>14</b> | Ideological and cultural dominance/Stereotyped information                             |
| <b>15</b> |                                                                                        |
| <b>16</b> | Final Exam                                                                             |

|                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Prerequisites</b>  | The student must attend the course at a minimum rate of 75%.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Literature</b>     | <ul style="list-style-type: none"> <li>• “Politika ndërmjet kombeve/Lufta për pushtet dhe paqe/Hans J.Morgenthau/Instituti I Studimeve Ndërkombëtar/Tiranë 2008</li> <li>• Robinson Piers.,The CNN Effect:The Myth of News,London,Routledge,2002</li> <li>• Rosenau James., Distant Proximities.Dynamics beyond Globalization,Princeton University Press,2003</li> <li>• Shperberja e kombeve ..rend dhe kaos ne shekullin e njet e nje”, Robert Cooper,Shtepia e librit e Komunikimit</li> <li>• “Mbi televizionin”,Pierre Burdieu, Revista Polis 8, UET</li> <li>• « Naiviteti që nxit dëbora »,23/12/2011/ prof.dr/Akademik/Artan Fuga,Gazeta Mapo</li> <li>• Gjeopolitika e emocioneve”,Dominique Moisi,botues Aiis</li> <li>• Rrota e mundimit”,Artan Fuga,Dudaj</li> <li>• “The Political Economy of Media and Power”,Jeffery Klaehn (Editor) Peter Lang Publishers</li> <li>• “Ese mbi individualizmin-Një vështrim antropologjik mbi ideologjinë moderne”,Louis Dumond,Korbi</li> <li>• « Rendi i Ri Botëror »,Ralph Epperson,Sh.b/Bota shqiptare</li> <li>• “Krizat ndërkombëtare”,Lisen Bashkurti,MirgeerAlb</li> <li>• « Diplomacia”,Henry Kissinger,Shtepia botuese e Lidhjes së shkrimtarëve</li> <li>• « Përse kombet shkojnë në luftë »,John G.Stoessinger,botues Aiis</li> <li>• « Elementet e filozofise morale », James e Stuart Russel Shtepia botuese Dita, 2000</li> </ul> |
| <b>References</b>     | <ul style="list-style-type: none"> <li>• Media in Political Power hij.sagepub.com/content/17/1/56.short?rss=1...</li> <li>• Theorizing the Influence of Media on World Politics ics-www.leeds.ac.uk/papers/pmt/.../robinson2.pdf</li> <li>• The Political Power of Social Mediawww.gpia.info/.../Shirky_Political_Poe... - États-Unis</li> <li>• Mon empire médiatique Murdoch/Foks News/Dokumentar USA</li> <li>• 'Page One - Inside The New York Times' -- Review - NYTimes.com movies.nytimes.com/.../page-one-inside-the-new-...</li> <li>• Bagdikian, B. (2004). The new media monopoly. Boston: Beacon Press.</li> <li>• Power and the News Media - Discourse in Society www.discourses.org/.../Power%20and%20the%20new...</li> <li>• Media and Power - The International Journal on Media Management www.mediajournal.org/ojs/index.php/jmm</li> <li>• « Monolog »,Artan Fuga, Dudaj,2011</li> <li>• Vetëcensura dhe censura e butë në median shqiptare, institutemedia.org/.../Vetecensura-dhe%20-censura-eb...</li> </ul>                                                                                                                                                                                                                                                                                                                                                              |
| <b>Course Outcome</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>1</b>              | Organization and analysis of the structures that connect media, power and truth, formed as a result of the existential nature upon which are built strategies of communication, information carried out by the assigned media systems.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>2</b>              | The main purpose is the understand that the relationship between information, power and truth are not unintended but schemes, strategies and politics that are dominated by predetermined geopolitical, economic and social goals that act and impose pressure and power in various forms within the various media systems. It is the politic ,economic,the ideological power that imposes the rise and power of the international system of information.And in this situation,the role of the media to tell the truth is very important.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>3</b>              | The course objective is the study of these relationships as an entity of elements that help to understand the role of information, communication, tools in search of the truth, as an entity of information, analysis, reflection, sources which in the world of information globalization and arrival of new media will help be more secure than before as well as the ability to have this information be manipulated more easily than before. Knowledge of the functions of these relationships between media, government and truth will allow us to reach this truth far easier by protecting us further from manipulation, says Christian Kakam, in his book “Politic power and manipulation”                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

| Course Evaluation                                                        |          |                  |               |
|--------------------------------------------------------------------------|----------|------------------|---------------|
| In-term Studies                                                          | Quantity | Percentage       |               |
| Midterms                                                                 | 1        | 40               |               |
| Quizzes                                                                  | 0        | 0                |               |
| Projects                                                                 | 0        | 0                |               |
| Term Projects                                                            | 0        | 0                |               |
| Laboratory                                                               | 0        | 0                |               |
| Class Participation                                                      | 0        | 0                |               |
| Total in-term evaluation percent                                         |          |                  | 40            |
| Final exam percent                                                       |          |                  | 60            |
| 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       | 4                | 56            |
| Duties                                                                   | 0        | 0                | 0             |
| Midterms                                                                 | 1        | 20               | 20            |
| Final Exam                                                               | 1        | 26               | 26            |
| Other                                                                    | 0        | 0                | 0             |
| Total Work Load                                                          |          |                  | 150           |
| Total Work Load / 25 (hours)                                             |          |                  | 6.00          |
| ECTS                                                                     |          |                  | 6.00          |