

Course Name : Media and Politics							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 411	B	Fall	3.00	0.00	0.00	3.00	6.00
Lecturer		Mark Marku, Prof. Dr.					
Assistant							
Course language		Albanian					
Course level		Master					
Description		This course will examine the way in which mass media has affected democratic politics in Albania. Also there will be discussed different topics about the role of media and its influence in politics. Also there will be discussed the influence and the role of politics in media.					
Objectives		During this course students will have the opportunity to acquire information about critical writing. Students will be introduced to basic concepts of media and politics and get introduced to the effects of media in our lives and in creating individual opinions.					
Core Concepts		Propaganda New media Media functions Politics Power					
Course Outline							
Week	Topic						
1	Introduction to media and politics						
2	Political systems. Reports between powers and the media as Fourth Power						
3	Political organizations and political communication						
4	Political communication and political discourse						
5	Communication and Policy Systems						
6	Political communication and electoral campaigns						
7	Functions and impact of the media 1						
8	Midterm Exam						
9	Public opinion and agenda function						
10	Public space and politics						
11	Political communication and new media 1						
12	Political communication and new media 2						
13	Media and image of political actors						
14	Marketing of Political Product						
15	Political propaganda						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• Media, Politika dhe Shoqëria. Artan Fuga • Leksione të përgatitura nga lektori		
References	• The Mass Media in Liberal Democratic Societies , Stanley Rothman.Paragon House, 1992 • The Media, Politics and Public Life Geoffrey Craig. Allen & Unwin, 2004 • Democracy and the News , Herbert J. Gans. Oxford University Press, 2004		
Course Outcome			
1	Students will understand the role of media in politics and vice versa		
2	Students have a clear idea about the use of media as a way to influence public		
3	The ways of media functioning in modern times		
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	5	70
Duties	0	0	0
Midterms	1	10	10
Final Exam	1	10	10
Other	0	0	0
Total Work Load			138
Total Work Load / 25 (hours)			5.52
ECTS			6.00