

| Course Name : Identities and Mass Communication |                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |                      |                   |         |      |
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| 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 |
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| Lecturer                                        |                                                                                                                                           | Suela Musta, 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                                      |                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |                      |                   |         |      |
| 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.                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                      |                      |                   |         |      |

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| 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 nation in incubator. Under the concept of Kosovo nation                                                                   |
| 15                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Interpersonal identities and gender identities                                                                                |
| 16                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 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>• Hyrje në ndërkomunikimin kulturor - Martin&amp;Nakayama, UET Press, Tiranë 2010.</li><li>• Leksione të përgatitura nga lektori i lëndës</li><li>• Komunikimi - Christian Baylon &amp; Xavier Mignot, Logos-A, Shkup 2004</li><li>• Oksidentalizmi - Ian Buruma &amp; Avishai Margalit, IDK, Tiranë 2004</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                               |
| <b>References</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                               |
| <ul style="list-style-type: none"><li>• Integrimi i fesë dhe identitetit të muslimanët e Ballkanit. Dr. Musa Musai. Alsar, Istanbul 2007</li><li>• Mosmarrëveshja. Ismail Kadare. Onufri, Tiranë 2010.</li><li>• Kombet dhe nacionalizmi në erën globale. Anthony D. Smith, Dudaj, Tiranë 2008.</li><li>• Shqipëria dhe nacionalizmi shqiptar në perandorinë osmane. Nuray Bozbor. Dituria. Tiranë 2002</li><li>• Shqiptarët midis Lindjes dhe Perëndimit. Eqrem Çabej, Tiranë MÇM 1996</li><li>• Çoroditja e botës. Amin Malouf, Tiranë IDK, 2009</li><li>• Identitete vrastare. Amin Malouf, Onufri, Tiranë 2006</li><li>• Krijimi i identiteteve kombëtare (Europa e shekujve XVIII-XX), Anne-Marie Thiesse, Botimet</li><li>• Kanuni i Dibrës, Xhafer Martini</li><li>• Kanuni i Skënderbeut, At' Frano Ilia</li><li>• Kanuni i Lekë Dukagjinit, At' Shtjefën Gjeçovi</li><li>• Orientalizëm apo Oksidentalizëm, Krist Maloki, Plejad</li><li>• Esad Pasha tradhëtar apo patriot, Tahir Kolgjini, Kumti, Tiranë 2003</li><li>• Orientalizmi - Edward W. Said, Elbasan 2009</li><li>• Europa juglindore në sundimin osman1354-1804 - Peter F. Sugar,Dituria, Tiranë 2007</li><li>• Brirët e dhisë - Artan Fuga, Ora Botime, Tiranë 2008</li><li>• Studime shqiptare - Johan Georg von Hahn, IDK botime, Tiranë</li><li>• Kultura popullore në Evropë në fillimet e Kohës së Re - Peter Burke, Central Europe University Press, 1996</li><li>• Shteti mesjetar i Gjergj Kastriot Skënderbeut - Jahja Drançolli, Dukagjini, Pejë 2001</li><li>• Islami ndërmjet Lindjes dhe Perëndimit - Alija Izetbegović, Prishtinë 2002</li><li>• Skicë e mendimit politik shqiptar - Hysamedin Feraj, Logos-A, Shkup, 1999</li><li>• Origjinat e totalitarizmit - Hannah Arendt, Dija, Prishtinë, 2002</li><li>• Mesdheu - Fernand Braudel, IDK, Tiranë</li><li>• Fundi i historisë dhe njeriu i fundit - Francis Fukuyama, Zenith, Prishtinë 2006</li><li>• Ku është gabuar - Bernard Lewis, SHLK, Tiranë 2004</li><li>• Lindja e Turqisë moderne - Bernard Lewis, SHLK, Tiranë 2004</li><li>• Përplasja e qytetërimeve dhe ribërja e rendit botëror - Samuel P. Huntington, Logos-A, Shkup 2004</li><li>• Culture and Imperialism - Edward W. Said, Chatto and Windus, London 1993</li><li>• Arratisje nga Lindja - Enis Sulstarova, Dudaj 2006</li><li>• Religjioni, konteksti shoqëror - Meredith B. McGuire, Logos A, 2007</li></ul> |                                                                                                                               |
| <b>Course Outcome</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                               |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Studentët do të dinë të operojnë në teori dhe në terren për të përfunduar lidhjen me të vërtetat e identiteteve;              |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Studentët do të dinë të ndërtojnë marrëdhënie sa më efektive komunikimi me komunitarët e lidhur pas identiteteve të caktuara. |

| Course Evaluation                                                        |          |                  |               |
|--------------------------------------------------------------------------|----------|------------------|---------------|
| In-term Studies                                                          | Quantity | Percentage       |               |
| Midterms                                                                 | 1        | 20               |               |
| Quizzes                                                                  | 0        | 0                |               |
| Projects                                                                 | 3        | 30               |               |
| 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       | 7                | 98            |
| Duties                                                                   | 3        | 1                | 3             |
| Midterms                                                                 | 1        | 1                | 1             |
| Final Exam                                                               | 1        | 2                | 2             |
| Other                                                                    | 0        | 0                | 0             |
| Total Work Load                                                          |          |                  | 152           |
| Total Work Load / 25 (hours)                                             |          |                  | 6.08          |
| ECTS                                                                     |          |                  | 6.00          |