

Course Name : Media and Ethics							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 412	B	Spring	3.00	0.00	0.00	3.00	6.00
Lecturer		Ramadan Cipuri, Prof. Asoc. Dr.					
Assistant							
Course language		Albanian					
Course level		Master					
Description		This course will address ethical aspects of the media. The course will provide an overview of schools, ideas and ethical views as analytical tools for judging various issues, which are derived from the ways in which different media cover the events of the day. Students will have the opportunity to get acquainted with models of ethical judgment, with national and international cases for analysis, with the importance of clarity and accuracy, with views on truth and objectivity, with private life or phenomena displayed in the conditions of new media.					
Objectives		Through the lessons, students are given an overview of the historical development of ethics, schools and its most prominent representatives. After introducing the concepts and key terms, the focus of the course is on the process of media self-regulation in current conditions. The course talks about the role of the media in society, relations with ordinary people and politics, the role of leaders, editors, sources, ethical codes, the impact of technology and new media. During the classes, cases from media practice are presented and students are invited to discuss them by structuring their ethical reasoning. Concrete situations are also staged that impose decision-making on the part of the students, who bring their arguments for the decisions, and on this basis the discussion takes place in the auditorium.					
Core Concepts		1. Media ethics 2. Ethical media content 3. Ethical media judgment 4. Media Literacy 5. Ethical analysis					
Course Outline							
Week	Topic						
1	Media ethics. Presentation of the topic of the course.						
2	Introduction to ethical decision making; What should we consider?						
3	What news is? Transforming news values.						
4	Responsibility to audiences - public interest.						
5	Privacy, violence and pornography - concerns in new media era.						
6	Media codes of ethics-Analysis of Albanian and international codes.						
7	Justice in Media Ethics-Laws.						
8	Semi-final Exam.						
9	Scientific research; The most popular cases of media ethics-Individual work.						
10	Analysis of cases of ethical violations in the media- Independent analysis.						
11	Case analysis of accurate ethical decision-making in the media- Independent analysis.						
12	The boundary between news and entertainment.						
13	Ethics of photo and video journalism.						

14	Project Presentation.
15	Project Presentation.
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• “The Handbook of Mass Media Ethics”, Second Edition, Edited by Lee Wilkins and Clifford G. Christians, Routledge Taylor and Francis Group, 2020 • “Media Ethics: Issues and Cases”, Ninth Edition, Lee Wilkins, Philip Patterson, Chad Painter, The Rowman & Littlefield Publishing Group, Inc., 2019 • Çipuri, Ramadan. 2021. Media përballë pasqyrës. Tiranë: Jupiter Print & Promotion. • Çipuri, Ramadan. 2016. Vetecensura. Tiranë: Papirus.
References	• Sanford, David. 2015. Understanding Media Ethics. Londër: Sage Publications. • McBride, Kelly, dhe Tom Rosenstiel. 2014. The new ethics of journalism. Londër: Sage Publications. • Bertrand, dhe Claude J. a.d. Deontologjia e mediave. Tiranë: Instituti Shqiptar i Mediave. • Ess, Charles. a.d. Etika e mediave digjitale. Përkthyer nga Rrapo Zguri. Tiranë: Instituti Shqiptar i Medias. • Jewkes, Yvonne. 2015. Media & Crime. London: Sage Publications.
Course Outcome	
1	Studentët do të pajisen me njohuri rreth etikës së medias.
2	Studentët do të studiojnë normat, udhëzimet që menaxhojnë industrinë e medias.
3	Studentët do të jenë në gjendje të diskutojnë në ndërtimin e një industrie mediatike etike dhe profesionale.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	0	0	
Quizzes	0	0	
Projects	1	50	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	30	30
Midterms	0	0	0
Final Exam	1	30	30
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00