

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		Suela Musta, PhD					
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		1-To elaborate the basic theoretical models on Ethics throughout different periods of humanity. 2-To know the relationship of the media with Ethics, as a philosophy of thinking and acting 3-To work with real models of media content and analysis 4. Knowledge and elaboration of the Broadcasting Code on television 4. How the Code of Ethics works in online journalism and Public Relations 5- Media Literacy					
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		
References	• Kodi i Transmetimit AMA, Kodi i etikës së gazetareve		
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		1	30
Quizzes		0	0
Projects		1	20
Term Projects		0	0
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			60
Final exam percent			40
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	16	16
Midterms	1	20	20
Final Exam	1	24	24
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00