

Course Name : Introduction in Mass Communication							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 101	A	Summer	3.00	0.00	0.00	3.00	4.00
Lecturer		Ramadan Cipuri, Prof. Assoc. Dr.					
Assistant							
Course language		Albanian					
Course level		Bachelor					
Description		Mass communication includes a wide distribution of information more or less simultaneously to large audiences. This course addresses the fundamental nature of mass communication, organizations and tools that comprise it, the media and the means by which it relates and the audience that uses it. It is an introductory course to the mass media, the distinctive features, some basic theories of communication, organizational issues in terms of ownership, modern technology, etc. The course examines the ways how special media means such as newspapers, books, radio, TV and new media help in the formation of social reality. In particular it will be analyzed the opinion-making techniques directly through the mass media. A special attention will be devoted to the audience involvement and its impact on the mass media					
Objectives		This course will help students to: □ understand the value that communication; particularly journalism has in building a free society. □ acquire knowledge on the evolution of media □ learn ways on identifying and better using resources for a qualified journalism in order to be better informed. □ develop ethical values, professional attitudes and personal skills needed for their preparation as communication specialists					
Core Concepts							
Course Outline							
Week	Topic						
1	Introduction to Communication Sciences / Communication and Culture						
2	Message through verbal and nonverbal communication, as well as public speaking						
3	The message through the book as a means of mass communication						
4	Newspapers as a means of mass communication						
5	Characteristics of mass message through radio						
6	Television and its features						
7	Cinema and film						
8	Midterm Exam						
9	The Internet and the Web, new media as a means of mass communication						
10	Advertising and the message transmitted through it						
11	Public relations and their characteristics						
12	News agencies						
13	Audiences, their influence an involvement in mass communication						
14	Ethics and other formal controls						

15	The social effects of mass communication			
16	Final Exam			
Prerequisites		The student must attend the course at a minimum rate of 75%.		
Literature		• Fuga, Artan: Brirret e dhise: lexime ne komunikim.: Sprachëissenschaft, Linguistik, Philologie. • Fuga, Artan. Shtigje drejt guvës së gjarprit. Tiranë: Ora, 2001 • Dominick R., Joseph, Dinamika e komunikimit masiv, Media në periudhën digjitale, UET Press, 2011		
References		• Fuga, Artan, "Rrota e mundimit", Shtëpia botuese Dudaj, 2007 • Balle, Francis, Mediat dhe Shoqëritë, Botimi i 15, Papirus, 2011 • Fuga, Artan, Monolog, Botimet Dudaj, Tiranë,2010 • McLuhan, Marshall, Instrumentat e Komunikimit, Instituti i Dialogut dhe Komunikimit		
Course Outcome				
1	Students will gain knowledge about ways of the functioning of mass media			
2	Students will develop critical thinking on the perception of the message disseminated by the mass media.			
3	Students will be able to discuss and defend the importance of journalism in building a free society.			
Course Evaluation				
In-term Studies		Quantity	Percentage	
Midterms		1	25	
Quizzes		3	15	
Projects		0	0	
Term Projects		0	0	
Laboratory		0	0	
Class Participation		1	10	
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	2	28
Duties		0	0	0
Midterms		1	10	10
Final Exam		1	15	15
Other		0	0	0
Total Work Load				101
Total Work Load / 25 (hours)				4.04
ECTS				4.00