

Course Name : Media History							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 112	B	Spring	3.00	0.00	0.00	3.00	5.00
<b>Lecturer</b> Mark Marku, Prof. Dr.							
<b>Assistant</b>							
<b>Course language</b> Albanian							
<b>Course level</b> Bachelor							
<b>Description</b> This course focuses on the history of the world mass media - to people, institutions and ideas that describe the past also will influence the future. In this subject there will be treated different topics related to the history of media, including technological changes, social roles and changes of business structures of the mass media.							
<b>Objectives</b> The course aims to give some details about historical research in the media. Students will read articles and texts of different authors, which will help them to make research on comparing the past with the present. Another goal is the teaching of the history itself. History is a tool that helps to interpret not only the past but also the future							
<b>Core Concepts</b>							
Course Outline							
Week	Topic						
1	Introduction to course Course Objectives Basic rules and process						
2	Basics of Journalism: Jayson Blair Case First Amendment						
3	Functions of the Media Media types Continuous Audience Production and distribution						
4	The continuity of media The impact of control						
5	History of book						
6	History of radio						
7	The history of television broadcasting						
8	Midterm Exam						
9	The history of print media						
10	Impact of communication tools to the public in the first half of the twentieth century						
11	The beginnings of website and its challenges with media						
12	Media influence and ethics						
13	Media. Public Opinion.Public Space						
14	Journals Industry						
15	Public relations and advertising						
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>• Kovarik, Bill, Revolutions in Communications, Media History from Gutenberg to the Digital Age</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• Mightier than the Sword by Rodger Streitmatter (Westview Press, 1997)</li> <li>• <a href="http://www.poynter.org/">http://www.poynter.org/</a></li> <li>• <a href="http://www.poynter.org/column.asp?id=45&amp;aid=69395">http://www.poynter.org/column.asp?id=45&amp;aid=69395</a></li> <li>• <a href="http://www.spj.org">www.spj.org</a></li> </ul>

### Course Outcome

<b>1</b>	Students will acquire basic knowledge of communication sciences
<b>2</b>	Students will be able to recognize and better use the sources of information
<b>3</b>	Students will be able to discuss and defend the importance of journalism in building a free society

### Course Evaluation

<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>
Midterms	1	30
Quizzes	0	0
Projects	1	10
Term Projects	0	0
Laboratory	0	0
Class Participation	1	10
<b>Total in-term evaluation percent</b>		<b>50</b>
<b>Final exam percent</b>		<b>50</b>
<b>Total</b>		<b>100</b>

### ECTS Workload (Based on Student Workload)

<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total (hours)</b>
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	1	0	0
Midterms	1	10	10
Final Exam	1	15	15
Other	0	0	0
<b>Total Work Load</b>			<b>129</b>
<b>Total Work Load / 25 (hours)</b>			<b>5.16</b>
<b>ECTS</b>			<b>5.00</b>