Course Name : Media Sociale

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
MUL 213	B	Fall	2.00	0.00	0.00	1.50	3.00

Lecturer	Erlis Çela, Prof. Asoc. Dr.
Assistant	Ejup Lila, Msc
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
Description	Social media is an integral part of the age we are living in. This course discusses the concepts of social media and the practical importance of their professional use. This course focuses not only on the technological features of social media but also summarizes an analysis of the social, political and economic contexts within which these media have emerged.
Objectives	The course aims to help students understand the links that exist between social media, economics and politics, the role that these media have in social construction and identity, human behavior as an audience in virtuality. The course also aims to combine the theoretical and practical aspects in order for students to be trained in their professional use.
Core Concepts	• Social media • Social networks • Economization of social networks • Online Games • Trolls • False news

Course Outline

Week	Topic
1	Introduction, presentation of the course
2	Understand social media
3	Social media economics
4	Mobile devices
5	Social media visualization
6	Fake news on social media
7	Social Media's Influence on Newsmaking
8	Semi-final exam
9	The art of socializing on social media
10	Social Media and Democratization of Information
11	Social media and mixed reality
12	Marketing and Social Media
13	Online gaming industry
14	Social Media and Political Life
15	Project presentation
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Hjorth Laritha, Hinton Sam, "Understanding Social Media", botimi i dytë (Sage Publications 2019)
References	• Lingren Simon, "Digital Media and Society", (Sage Publications 2017) • Fuchs Christian, "Social Media: A Critical Intoduction", botimi i dytë (Sage Publications 2017)

Course Outcome

1	At the end of this course students will be able to recognize the concepts related to social media
2	Studentët do të përvetësojnë njohuri mbi rolin e mediave sociale dhe ekonomizimin e tyre.
3	Studentët do të jenë të aftë të aplikojnë njohuritë e marra rreth mediave sociale, mediave online, algoritmeve, të dhënave dhe mediave digjitale.

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	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	2	32
Study hours outside the classroom (Preparation, Practice, etc.)	14	2	28
Duties	1	10	10
Midterms	1	2	2
Final Exam	1	2	2
Other	1	1	1
Total Work Load			**75**
Total Work Load / 25 (hours)			**3.00**
ECTS			**3.00**