Course Name : New Media							
Course Code	**Course Type**	**Regular Semester**	**Lecture (hours/week)**	**Seminar (hours/week)**	**Lab. (hours/week)**	**Credits**	**ECTS**
MUL 112	B	Spring	3.00	0.00	0.00	3.00	3.00

Lecturer	Erlis Çela, Prof. Asoc. Dr.
Assistant	
Course language	Albanian
Course level	Program Profesional 2-Vjeçar
Description	New media is an undeniable reality of the era we are living in. This course elaborates on the concepts of new media and their connection to society and technology. This course focuses not only on the technological features of new media, but also summarizes an analysis of the social, political and economic contexts within which these media have emerged. The course "New Media" analyzes the role that these media have in society, economy, politics, individual and social identity, marketing, journalism, as well as in many other spheres of life.
Objectives	
Core Concepts	• New media • Social media • Digital culture • Digital society • Networked audiences • Digital activism • Media literacy

Course Outline

Week	Topic
1	Introduction, presentation of the course. Familiarity with the basic concepts of new media. Categorization and distinction of concepts related to network-based media. Introduction to the course and syllabus, the voices with which students will be evaluated. Also, during this week students are introduced to the literature which will be the basis for the course, as well as the literature which will be supportive.
2	Understanding new media. This lecture first deals with the concept of new media and their connection to society and technology. The lecture further addresses theoretical approaches to new media and technology starting with McLuhan, Kittler and Beyond. Focusing on theoretical views is necessary to emphasize different points of view, to touch on different parts and to draw different conclusions. During this lecture are presented and discussed three positions on technology (instrumentalism, substantivism, social construction), as well as three other positions in new media. (Media Theory, New Materialism, Network Theories). • From McLuhan we understand his insistence on the importance of the media as well as the way we perceive the world. • Kittler with technological priority arguing that human history is the history of technology. According to him, the media makes us a subject, so we make technology and technology makes us. • Castells, deals with the empirical transformations of society since the advent of new media technology. Thus he argues that we can be understood as the founders of the network, this in itself creates the idea of new media. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018), p. 1-17
3	The political economy of the new media. This lecture deals with the growth of the economic organization of society related to the growth of new media, the comparison between information capitalism and industrial capitalism. During this lecture we will analyze production and consumption in information capitalism, robots and production. Further in a critical approach will be addressed virtual classes, new media product and new media corporations, their media content and use. On the other hand the lecture addresses the political economy of the new media industry, where the new media product is dominated by large companies, but it also expands into several industries including entertainment, computer equipment, networked equipment, online sales, products software and telecommunications. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018), p.18-44

4	New media audiences. Politics and citizenship This lecture will address the relationship that exists between politics and new media. It will critically analyze the continuity and changes in politics as a result of the existence of new media. The positive and negative effects of new media on the political process will be further addressed, and the role of new media in the political process will be critically analyzed. As will be looked in this lecture, the new media have tried and offered many opportunities for political participation around; 1) providing information, 2) promoting and defending, 3) connecting with others and creating alliances and unions, 4) direct involvement in political action (protests, petitions, etc.). At the end of this lecture it will be looked that involvement in politics is not the function of new media and technology, but in function of the skills and interests of citizens. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018), p.45-65 Lingren Simon, "Digital Media and Society", (Sage Publications 2017), p. 145-162
5	Division, participation and inequality This lecture will address the issues of disruption and growth of new types of inequality around access and users of new media, unequal models of dissemination and use of new media, the concept of digital distribution and digital participation. Next, the lecture will address the five parameters that are important to understanding digital sharing according to Van Dijk: motivation, material access, skills, usage, and participation. During this lecture we will also analyze the roles that class affiliation has in society by understanding such as background and education, age, lifestyle or generation, gender and ethnicity in the distribution of new media. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018), p.67-89 Lingren Simon, "Digital Media and Society", (Sage Publications 2017), fq 181-194
6	Use and abuse in new media- Misinformation and fake news. This lecture will address the theories of media distribution, adaptations and uses, the differences between them, as well as the types of users and abusers of new media, starting from the decision-making perspective by accepting or rejecting an innovation in technology. This approach will be further addressed with the psycho-social theory of Uses and Gartifications, from the perspective of new media, to the types of functions offered to users by these media such as: recognition, attraction, personal and social functions. The main uses of new media according to Papacharissi & Rubin are also addressed such as social need, interpersonal need, information, comfort, entertainment On the other hand, the lecture also addresses the types of abuse in new media, such as: addiction, cyber bullying and trolling. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018) p. 91-112 Hjorth Larsia; Hinton Sam, "Understanding Social Media" second publication (Sage Publications 2019), p. 36-51
7	Interaction and identity in new media. This lecture explains what is unique about computer-mediated communication when compared to other modes of communication, what are the main issues addressed in social psychology around digital society, how do the internet and social media change the conditions in which we form our identity , what is the role of concealment and anonymity for the way people interact and form their online identity. This lecture deals with concepts such as interactivity, interaction, online identity, asynchronous communication, online debauchery, hyperpersonal interaction Lingren Simon, "Digital Media and Society", (Sage Publications 2017), p 67-84 Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018) p 186-206
8	Midterm Exam
9	New media and journalism. During this lecture, changes in news and journalism related to new media are addressed. Despite the socio-political changes and the cultural landscape, this lecture tries to present an overview of some changes in journalism from traditional media to new media. Changes in journalism can be thought of as extending to three levels or dimensions: 1) the level of media organization and the information production process; 2) content level (live blogging, data journalism, gamified journalism); 3) level of use or consumption of online news. The lecture analyzes the crisis of journalism and the connection between the Internet and journalism and news distribution. The lecture further analyzes the development of a critical sense for the future of journalism and new media. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018), p 137-159

10	Mobile media culture and daily life. Throughout this lecture, the main developments of mobile media focused on smartphones are addressed. The lecture further addresses the key features of mobile media: a) increasing distraction, b) the future of the global internet is the smartphone, c) smartphones have ushered in the information age in a global explosion. The lecture also deals with the political outcomes related to mobile media such as: commercialization and control, intensive surveillance and testimony, authenticity or authenticity. The lecture discusses in what ways mobile phones and practices such as "texting" have transformed the structure of society, what new social opportunities to control who we interact with, and when they have been introduced through mobile communication. Finally it concludes by analyzing the possibilities to help us the notions of "micro-coordination" and "hyper-coordination" understanding how mobile phones have transformed social interaction. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018), p. 161-206 Lingren Simon, "Digital Media and Society", (Sage Publications 2017), p. 195-210
11	Socialization and social media. This lecture deals with theories of socialization and changing the way we relate to others. Change is related to 1) individualism, 2) presence from the beginning of new media, 3) deep human need to share content with others. During the lecture will be treated two main theoretical approaches: 1) Community and Society, where the real elements of the world are analyzed, 2) Networks and Society, where the elements and new features of the world in social media are analyzed. In the end the lecture closes with Castells critical ideas about social media, and the costs that society can incur from individualism in the network, where although they are vague, they remain costs. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018) p. 207-229 Lingren Simon, "Digital Media and Society", (Sage Publications 2017), p. 27-44
12	Online gaming industry. This lecture addresses the critical understanding of the gaming industry and the ways in which they practice and shape their content based on economic demands, the types of narrative presentation encountered in games, the various games and their implications, and the understanding of communities, of players and their characteristics. The lecture deals with games as cultural markers, games as cybertext, and game genres: imitation, strategic, action, role-playing, sandbox, combined. The narrative of games is built on "us" and "them", but it will be seen that from a semiotic point of view, games are mediated by practice. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018) p. 231-252
13	Software, algorithms and data. This lecture analyzes the contribution of "software studies" to social conventions and cultural perspectives on digital society, how we can assimilate the sociological aspects of inherent digital actions, such as links, likes, and search engine results. Further, this lecture addresses the social and economic role of algorithms, and the "big data" phenomenon in a critical and sociological approach. Lingren Simon, "Digital Media and Society", (Sage Publications 2017), p 211-226
14	The future of new media. Education on new media. This lecture deals with new perspectives, initiatives and implications for the future, the development of critical thinking in the connection between the future of technology and the future of society. The lecture further addresses the inclusion of difficulties and complexities with the leadership of the internet and new media. The lecture highlights trends in a specific way such as: Economy: work automation; Consumption: towards a wider and deeper spread of new media through all demographic categories and through the inclusion of all countries; Politics: mediation and creation of new political entities; Oversight: more and more oversight is offered as a solution to security and defense issues; Journalism: under pressure to recreate itself and justify its continued usefulness; Mobile media: more mobility more portability; Identity and socialization: individualization of society and distribution with an economic logic in the sphere of identity and society; Games: breaking down the boundaries between work and play. The lecture further addresses trends such as emergency dilemmas as well as internet governance. Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018) p. 254-275 Fuchs Christian, "Social Media: A Critical Intoduction", second publication (Sage Publications 2017), p. 341-255 W. James Potter, " Media Literacy", Sage Publications, London, 2016, p 264-284
15	Projects Presentation
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.	
Literature	• Sapiera Eugenia, "Understanding New Media", second publication (Sage Publications 2018)	
References	• Lingren Simon, "Digital Media and Society", (Sage Publications 2017) • Fuchs Christian, "Social Media: A Critical Intoduction", second publication (Sage Publications 2017) • Rrapo Zguri, "Peisazhi i medias online në Shqipëri", Instituti Shqiptar i Medias, Tiranë 2018 • Hjorth Larsia; Hinton Sam, "Understanding Social Media" botimi i dytë (Sage Publications 2019)	

Course Outcome

1	Në përfundim të kësaj lënde studentët do të jenë në gjendje të njohin konceptet që lidhen me mediat e reja dhe shoqërinë digjitale.
2	Studentët do të përvetësojnë njohuri mbi rolin e mediave të reja, fuqinë e tyre dhe rolin e tyre në politike dhe ekonomi.
3	Studentët do të përfitojnë njohuri të nevojshme për të klasifikuar, analizuar dhe vlerësuar dobishmërinë e qasjes kritike kundrejt mediave të reja, lorjave dhe rrjeteve socaiale, si edhe shfrytëzimit të tyre në mënyre efektive.
4	Studentët do të jenë në gjendje 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	0	0
Term Projects	1	20
Laboratory	1	10
Class Participation	0	0
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	2	28
Duties	2	0	0
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			**79**
Total Work Load / 25 (hours)			**3.16**
ECTS			**3.00**