

| 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 Melsena Danglli, 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 Professional practice aims at professional preparation within the line of communication sciences; Students will be trained in the preparation, investigating and handling a case; Students will practice carrying out interviews in the field of communication; Students will receive practical skills to prepare various articles, reports, announcements for the press, as well as analysis in the field of communication. | | | | | | | |
| 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 | | | | | | |

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| Prerequisites | The student must attend the course at a minimum rate of 75%. |
| Literature | <ul style="list-style-type: none"> Hjorth Laritha, Hinton Sam, "Understanding Social Media", botimi i dytë (Sage Publications 2019) |
| References | <ul style="list-style-type: none"> 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 | Në përfundim të kësaj lënde studentët do të jenë në gjendje të njohin konceptet që lidhen me mediat sociale |
| 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 | 0 | 0 |
| Term Projects | 1 | 20 |
| 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 | 2 | 32 |
| Study hours outside the classroom (Preparation, Practice, etc.) | 14 | 3 | 42 |
| Duties | 1 | 2 | 2 |
| 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 |