

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
Lecturer		Mark Marku, Prof. Dr.					
Assistant							
Course language		Albanian					
Course level		Program Profesional 2-Vjeçar					
Description		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.					
Objectives							
Core Concepts		This course focuses on the history of world mass media - the people, institutes and ideas that describe the past and that will influence the future. This course will address various topics related to the history of media, including changes in technology, social roles and changes in the business structures of mass media.					
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						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• Kovarik, Bill, Revolutions in Communications, Media History from Gutenberg to the Digital Age		
References	• Mightier than the Sword by Rodger Streitmatter (Westview Press, 1997) • http://www.poynter.org/ • http://www.poynter.org/column.asp?id=45&aid=69395 • www.spj.org		
Course Outcome			
1	Students will gain basic knowledge of communication sciences.		
2	Students will be able to identify and effectively use information sources.		
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	30
Quizzes		0	0
Projects		1	20
Term Projects		0	0
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	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	5	70
Duties	1	1	1
Midterms	1	1	1
Final Exam	1	2	2
Other	0	0	0
Total Work Load			122
Total Work Load / 25 (hours)			4.88
ECTS			5.00