

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		Esmeralda Pashollari, 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							
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	By the end of this course, students will be able to recognize concepts related to social media.		
2	Students will acquire knowledge about the role of social media and its economic implications.		
3	Students will be able to apply their knowledge of social media strategies and practices.		
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	0	0
Midterms	1	6	6
Final Exam	1	10	10
Other	0	0	0
Total Work Load			76
Total Work Load / 25 (hours)			3.04
ECTS			3.00