

| 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 | | | | | | |

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| 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 Introduction", botimi i dytë (Sage Publications 2017) |

Course Outcome

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|----------|---|
| 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 | 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 | 2 | 28 |
| Duties | 1 | 0 | 0 |
| Midterms | 1 | 4 | 4 |
| Final Exam | 1 | 6 | 6 |
| Other | 0 | 0 | 0 |
| Total Work Load | | | 70 |
| Total Work Load / 25 (hours) | | | 2.80 |
| ECTS | | | 3.00 |