

| Course Name : Introduction in Mass Communication |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
|--------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|----------------------|-------------------|---------|------|
| Course Code                                      | Course Type                                                                    | Regular Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Lecture (hours/week) | Seminar (hours/week) | Lab. (hours/week) | Credits | ECTS |
| COM 101                                          | B                                                                              | Fall                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | 3.00                 | 0.00                 | 0.00              | 3.00    | 4.00 |
| <b>Lecturer</b> Ramadan Cipuri, Prof. Asoc. Dr.  |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| <b>Assistant</b>                                 |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| <b>Course language</b> Albanian                  |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| <b>Course level</b> Bachelor                     |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| <b>Description</b>                               |                                                                                | Mass communication includes a wide distribution of information more or less simultaneously to large audiences. This course addresses the fundamental nature of mass communication, organizations and tools that comprise it, the media and the means by which it relates and the audience that uses it. It is an introductory course to the mass media, the distinctive features, some basic theories of communication, organizational issues in terms of ownership, modern technology, etc. The course examines the ways how special media means such as newspapers, books, radio, TV and new media help in the formation of social reality. In particular it will be analyzed the opinion-making techniques directly through the mass media. A special attention will be devoted to the audience involvement and its impact on the mass media |                      |                      |                   |         |      |
| <b>Objectives</b>                                |                                                                                | This course will help students to: <input type="checkbox"/> understand the value that communication; particularly journalism has in building a free society. <input type="checkbox"/> acquire knowledge on the evolution of media <input type="checkbox"/> learn ways on identifying and better using resources for a qualified journalism in order to be better informed. <input type="checkbox"/> develop ethical values, professional attitudes and personal skills needed for their preparation as communication specialists                                                                                                                                                                                                                                                                                                                |                      |                      |                   |         |      |
| <b>Core Concepts</b>                             |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| Course Outline                                   |                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| Week                                             | Topic                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 1                                                | Introduction to Communication Sciences / Communication and Culture             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 2                                                | Message through verbal and nonverbal communication, as well as public speaking |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 3                                                | The message through the book as a means of mass communication                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 4                                                | Newspapers as a means of mass communication                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 5                                                | Characteristics of mass message through radio                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 6                                                | Television and its features                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 7                                                | Cinema and film                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 8                                                | Midterm Exam                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 9                                                | The Internet and the Web, new media as a means of mass communication           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 10                                               | Advertising and the message transmitted through it                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 11                                               | Public relations and their characteristics                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 12                                               | News agencies                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 13                                               | Audiences, their influence an involvement in mass communication                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |
| 14                                               | Ethics and other formal controls                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                      |                      |                   |         |      |

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| <b>15</b>                                        | The social effects of mass communication                                                                                                                                                                                                                                                                                                   |                 |                         |                      |
| <b>16</b>                                        | Final Exam                                                                                                                                                                                                                                                                                                                                 |                 |                         |                      |
| <b>Prerequisites</b>                             | The student must attend the course at a minimum rate of 75%.                                                                                                                                                                                                                                                                               |                 |                         |                      |
| <b>Literature</b>                                | <ul style="list-style-type: none"> <li>• Fuga, Artan: Brirret e dhise: lexime ne komunikim.: Sprachëissenschaft, Linguistik, Philologie.</li> <li>• Fuga, Artan. Shtigje drejt guvës së gjarprit. Tiranë: Ora, 2001</li> <li>• Dominick R., Joseph, Dinamika e komunikimit masiv, Media në periudhën digjitale, UET Press, 2011</li> </ul> |                 |                         |                      |
| <b>References</b>                                | <ul style="list-style-type: none"> <li>• Fuga, Artan,</li> <li>• Balle, Francis, Mediat dhe Shoqëritë, Botimi i 15, Papirus, 2011</li> <li>• Fuga, Artan, Monolog, Botimet Dudaj, Tiranë,2010</li> <li>• McLuhan, Marshall, Instrumentat e Komunikimit, Instituti i Dialogut dhe Komunikimit</li> </ul>                                    |                 |                         |                      |
| <b>Course Outcome</b>                            |                                                                                                                                                                                                                                                                                                                                            |                 |                         |                      |
| <b>1</b>                                         | Students will gain knowledge about ways of the functioning of mass media                                                                                                                                                                                                                                                                   |                 |                         |                      |
| <b>2</b>                                         | Students will develop critical thinking on the perception of the message disseminated by the mass media.                                                                                                                                                                                                                                   |                 |                         |                      |
| <b>3</b>                                         | Students will be able to discuss and defend the importance of journalism in building a free society.                                                                                                                                                                                                                                       |                 |                         |                      |
| <b>Course Evaluation</b>                         |                                                                                                                                                                                                                                                                                                                                            |                 |                         |                      |
|                                                  | <b>In-term Studies</b>                                                                                                                                                                                                                                                                                                                     | <b>Quantity</b> | <b>Percentage</b>       |                      |
|                                                  | Midterms                                                                                                                                                                                                                                                                                                                                   | 0               | 0                       |                      |
|                                                  | Quizzes                                                                                                                                                                                                                                                                                                                                    | 2               | 10                      |                      |
|                                                  | Projects                                                                                                                                                                                                                                                                                                                                   | 1               | 30                      |                      |
|                                                  | Term Projects                                                                                                                                                                                                                                                                                                                              | 0               | 0                       |                      |
|                                                  | Laboratory                                                                                                                                                                                                                                                                                                                                 | 0               | 0                       |                      |
|                                                  | Class Participation                                                                                                                                                                                                                                                                                                                        | 1               | 10                      |                      |
|                                                  | <b>Total in-term evaluation percent</b>                                                                                                                                                                                                                                                                                                    |                 | <b>50</b>               |                      |
|                                                  | <b>Final exam percent</b>                                                                                                                                                                                                                                                                                                                  |                 | <b>50</b>               |                      |
|                                                  | <b>Total</b>                                                                                                                                                                                                                                                                                                                               |                 | <b>100</b>              |                      |
| <b>ECTS Workload (Based on Student Workload)</b> |                                                                                                                                                                                                                                                                                                                                            |                 |                         |                      |
|                                                  | <b>Activities</b>                                                                                                                                                                                                                                                                                                                          | <b>Quantity</b> | <b>Duration (hours)</b> | <b>Total (hours)</b> |
|                                                  | 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                                                                                                                                                                                                                                                                                                                                     | 1               | 0                       | 0                    |
|                                                  | Midterms                                                                                                                                                                                                                                                                                                                                   | 0               | 10                      | 0                    |
|                                                  | Final Exam                                                                                                                                                                                                                                                                                                                                 | 1               | 15                      | 15                   |
|                                                  | Other                                                                                                                                                                                                                                                                                                                                      | 0               | 0                       | 0                    |
|                                                  | <b>Total Work Load</b>                                                                                                                                                                                                                                                                                                                     |                 |                         | <b>91</b>            |
|                                                  | <b>Total Work Load / 25 (hours)</b>                                                                                                                                                                                                                                                                                                        |                 |                         | <b>3.64</b>          |
|                                                  | <b>ECTS</b>                                                                                                                                                                                                                                                                                                                                |                 |                         | <b>4.00</b>          |