

Course Name : Media Ethics and Legislation							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 303	B	Fall	3.00	0.00	0.00	3.00	5.00
<b>Lecturer</b> Briseida Mema, Prof. Dr							
<b>Assistant</b>							
<b>Course language</b> Albanian							
<b>Course level</b> Bachelor							
<b>Description</b>		<p>Apart from the legal rights and obligations, the media also has a moral responsibility, an ethical role in communicating information to the public, therefore not only being responsible in the personality development of the people but also of the development of society in general toward a democratic ideal. The course, in all of modules, is based on the argument that media communication and information have as a precondition respect of the deontology and professional ethic. Seen from this viewpoint, the course is built on interactive debates of liberties and responsibilities as the two important pillars in the search for truth, information and communication to the public. The interplay of the theoretical elements with real issues and situations from foreign and national media, presented often from the students themselves, helps them to reflect, to respond, and to find an answer to the ethical dilemma of professionalism, freedom of information while at the same time respecting the rights and freedoms of the individual and professional deontology. In an attempt to elicit a debate and reflection on the proposed topics, during this time, the presence and participation of various representatives in the areas of journalism, human rights and law will be possible.</p>					
<b>Objectives</b>		<p>This course will help students to understand: -Apart from the legal rights and obligations, the media also has a moral responsibility, an ethical role in communicating information to the public, therefore not only being responsible in the personality development of the people but also of the development of society in general toward a democratic ideal. -Media deontology is a set of principles and professional rules that must be applied and which help the journalist answer specific ethical dilemmas that he or she is bound to encounter daily when searching for the truth. -To know, to respect legislation that protects the right and freedom of speech, as well as respect for human rights. -To help students prepare to effectively deal with different ethical situations that might arise in the course of their career. -To understand that the right of information applies also to the public which expects that the information given by the journalist be presented with professional integrity, free of manipulation, speculation, and political or social interference which might stir up various reactions in an open society. The course aims to reaffirm the ethical and moral values, the deontological codes by developing the professional viewpoints and personal capabilities necessary for preparation of the student to be a specialist in the area of communication.</p>					
<b>Core Concepts</b>							
Course Outline							
Week	Topic						
1	Information Ethics: A profession in search of the truth						
2	The relationship between ethics and deontology of information						
3	Ethical dilemma/ Code of Ethics						
4	Freedom of Information/Relationships of owner, chief editor, and journalist						

<b>5</b>	Legislation/Committees/The system/ Audiovisual Media
<b>6</b>	Censorship, self-censorship/manipulated truth/The guarantee of the freedom of speech
<b>7</b>	Rights, ethical, moral and legal responsibilities – and the rights of the journalist
<b>8</b>	Midterm Exam
<b>9</b>	Privacy, the relationship between the law, morals and ethics
<b>10</b>	International conventions/ Self-correcting Instruments
<b>11</b>	The ethics of new media
<b>12</b>	What investigative journalism is and is not/ Ethical dilemmas
<b>13</b>	The manipulation of information to the public by the advertising industry
<b>14</b>	Photography/ The ethics of photographs and video
<b>15</b>	Public relations and the ethical messages
<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>• Patterson, Philip, Wilkins, Lee /Etika ne media/Tiranë 2009</li> <li>• Bertrand, Claude-Jean /Deontologjia e Mediave/ISHM/Tiranë 2007</li> <li>• Balle,Francis MediatdheShoqëritë, Botimii 15, Papirus, 2011</li> <li>• Mediat e Reja dhe Web 2.0 : Observatori European i Gazetarisë/ al.ejo-online.eu/category/mediat-e-reja-dhe-web-2-</li> <li>• Etika e mediave në epokën e digjitalizimit - Albanian Media Institute/www.institutemedia.org/.../A.Vehbiu</li> <li>• Kronel.S.Shilla/Të gëmosh thellë/Sarajeve 2009/osce</li> <li>• Udhëzues praktik/Deontologjia dhe etika e raportimit gjatë fushatave elektorale/Beder/R.Cipuri/B.Mema</li> <li>• Kod etik/Media dhe trafiku/gshg/Tiranë 2002</li> <li>• Kod etik/Gazetaria Invetigative/gshg/Tiranë,2004</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• Media Law/Handbook series/http/www.america.gov/publication/books/media-laww.htm</li> <li>• McLuhan, Marshall, Instrumentat e Komunikimit, Instituti i Dialogut dhe Komunikimit</li> <li>• Dominick R., Joseph, Dinamika e komunikimit masiv, Media në periudhën digjitale, UET Press, 2011</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	Students will gain the knowledge to prepare to face the various ethical situations that they might encounter in the course of their career.
<b>2</b>	Students will become familiar with the federal legislature and international covenants for journalist responsibility
<b>3</b>	Through debates, interactive platforms, and guest speakers, the students will become knowledgeable and aware of the necessary responsibility toward deontology and professional ethics. The course aims to enhance communication, reflection, and professionalism by means of respect for the basic elements of communication and information.

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	20	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	30	
Laboratory	0	0	
Class Participation	0	0	
<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	4	56
Duties	1	0	0
Midterms	1	8	8
Final Exam	1	10	10
Other	0	0	0
<b>Total Work Load</b>			<b>122</b>
<b>Total Work Load / 25 (hours)</b>			<b>4.88</b>
<b>ECTS</b>			<b>5.00</b>