

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

Lecturer	Valmora Gogo, PhD
Assistant	
Course language	Albanian
Course level	Bachelor
Description	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
Objectives	This course will help students to: □ understand the value that communication; particularly journalism has in building a free society. □ acquire knowledge on the evolution of media □ learn ways on identifying and better using resources for a qualified journalism in order to be better informed. □ develop ethical values, professional attitudes and personal skills needed for their preparation as communication specialists
Core Concepts	

Course Outline

Week	Topic
1	Media and Mass Communication in Convergence
2	Research on Media Effects and Media Culture
3	Mass Communication and Media Literacy
4	Mass Communication in the historical and cultural context: Albania
5	The Internet Industry
6	The Book and Newspaper Industry
7	Radio Industry and Television
8	Midterm Exam
9	The Movie Industry
10	The Business of Media
11	Financing the Media: Advertising, Public Relations and Marketing Communications
12	Audiences and Users: Audience's Behaviors in front of the media
13	Controls on Media Content: Government Regulation, Self-Regulation and Ethics
14	Project Presentation

15	Global Media in Convergence			
16	Final Exam			
Prerequisites	The student must attend the course at a minimum rate of 75%.			
Literature	<ul style="list-style-type: none"> • Joseph Turow, "Media Today-Mass Communication in a converging world", 2017 • W.James Potter, "Media Literacy", 2019 • Artan Fuga, "Metakomunikim dhe Mediamorfozë", 2017 			
References	<ul style="list-style-type: none"> • Francis Balle, "Mediat dhe Shoqëritë", 2011 • Joseph Dominick, "Dynamics of Mass Communication", 2010 • Marshall McLuhan, "Instrumentat e komunikimit: media si një zgjatim i njeriut", 2008 • Artan Fuga, "Komunikimi në shoqëritë masive", 2014 			
Course Outcome				
1	Students will gain knowledge about the ways mass media functions			
2	Students will develop critical thinking on the perception of the message disseminated by the mass media			
3	Students will be able to understand the impact of society towards media and the impact of media towards individuals and 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	2	28
	Duties	1	0	0
	Midterms	1	10	10
	Final Exam	1	14	14
	Other	0	0	0
	Total Work Load			100
	Total Work Load / 25 (hours)			4.00
	ECTS			4.00