

**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>	Mentor Kikia, Msc
<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
<b>1</b>	Presentation of the literature and basic resources of the subject, presentation of the syllabus and the method of evaluation. Basic ethical principles in the media. What is ethics, the change from the law to the media and the obligation to implement these principles.
<b>2</b>	Media and the public, the dramatization of the usual events and its consequences and the victims of media abuse
<b>3</b>	Ethics in Relationships with Affiliates.

4	Individual and organizational ethics. The relationship between the journalist and the media where he works, in front of the public.
5	Law on Media. Restrictions and media freedom in Albania
6	The anti-subscription package, how much the new government initiative is affecting media freedom
7	Privacy. Investigative journalism and the risk of violating the freedom of the other through the secret camera
8	Midterm Exam
9	Reporting the news in the electoral campaign. Dilemmas and ethical challenges in covering the news in the electoral campaign
10	Ethics in publishing photos and videos. Reporting black chronicle news
11	Media between law and ethics. Role and attitude of the media on national security issues
12	Confidentiality, loyalty and trustworthiness of the news
13	Manipulation of the public and fabrication of events
14	Public relations and the phenomenon of ready-made media products
15	Ethics in online media and social networks
16	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>• Gazetaria- Stephan Russ-Mohl</li> <li>• Etika ne media</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> <li>• Kod etik/Gazetaria Invetigative/gshg/Tiranë,2004</li> <li>• Kod etik/Media dhe trafik/ugshg/Tiranë 2002</li> <li>• Udhëzues praktik/Deontologjia dhe etika e raportimit gjatë fushatave elektorale/Beder/R.Cipuri/B.Mema</li> <li>• Kronel.S.Shilla/Të gëmosh thellë/Sarajeve 2009/osce</li> <li>• Etika e mediave në epokën e digjitalizimit - Albanian Media Institute/www.institutemedia.org/.../A.Vehbiu</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>• Balle,Francis MediatdheShoqëritë, Botimii 15, Papirus, 2011</li> <li>• Bertrand, Claude-Jean /Deontologjia e Mediave/ISHM/Tiranë 2007</li> <li>• Patterson, Philip, Wilkins, Lee /Etika ne media/Tiranë 2009</li> </ul>	
<b>Course Outcome</b>	
1	Acquire the basic principles of ethics in the media and distinguish the differences between the law on media and the ethical principles that serve to regulate the journalist's daily work
2	To get to know concrete examples of violation of ethics by journalists and the consequences it has caused to the affected persons.
3	To gain general knowledge of professional and ethical ethics norms, bringing the journalist to the public as part of the job of creating his status as a public person.

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	40	
Quizzes	0	0	
Projects	0	0	
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	5	70
Duties	0	3	0
Midterms	1	3	3
Final Exam	1	3	3
Other	0	3	0
<b>Total Work Load</b>			<b>124</b>
<b>Total Work Load / 25 (hours)</b>			<b>4.96</b>
<b>ECTS</b>			<b>5.00</b>