

| Course Name : Introduction in Mass Communication | | | | | | | |
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| 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 Ramadan Cipuri, Prof. Asoc. Dr. | | | | | | | |
| 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 | 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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| 15 | The social effects of mass communication |
| 16 | Final Exam |
| Prerequisites | The student must attend the course at a minimum rate of 75%. |
| Literature | <ul style="list-style-type: none"> • Dominick R., Joseph, Dinamika e komunikimit masiv, Media në periudhën digjitale, UET Press, 2011 • Balle, Francis, Mediat dhe Shoqëritë, Botimii 15, Papirus, 2011 • Leksione të përgatitura |
| References | <ul style="list-style-type: none"> • Fuga, Artan: Brirret e dhise: lexime ne komunikim.:Sprachëissenschaft, Linguistik, Philologie. • Fuga, Artan: Shtigje drejt guvës së gjarprit. Tiranë: Ora, 2001 • Fuga, Artan: "Rrota e mundimit", Shtëpia botuese Dudaj, 2007 • Fuga, Artan, Monolog, Botimet Dudaj, Tiranë,2010 • McLuhan, Marshall, Instrumentat e Komunikimit, Instituti i Dialogut dhe Komunikimit |
| Course Outcome | |
| 1 | Students will gain knowledge about ways of the functioning of mass media |
| 2 | Students will develop critical thinking on the perception of the message disseminated by the mass media. |
| 3 | Students will be able to discuss and defend the importance of journalism in building a free society. |

| Course Evaluation | | | |
|--------------------------------------------------------------------------|-----------------|-------------------------|----------------------|
| In-term Studies | Quantity | Percentage | |
| Midterms | 1 | 30 | |
| Quizzes | 2 | 10 | |
| Projects | 0 | 0 | |
| Term Projects | 0 | 0 | |
| Laboratory | 0 | 0 | |
| Class Participation | 1 | 10 | |
| Total in-term evaluation percent | | 50 | |
| Final exam percent | | 50 | |
| 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 | 0 | 0 | 0 |
| Midterms | 1 | 10 | 10 |
| Final Exam | 1 | 15 | 15 |
| Other | 0 | 0 | 0 |
| Total Work Load | | | 101 |
| Total Work Load / 25 (hours) | | | 4.04 |
| ECTS | | | 4.00 |