

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		Melsena Danglli, Msc					
Assistant							
Course language		Albanian					
Course level		Program Profesional 2-Vjeçar					
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 industries such as newspapers, books, radio, television 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							
Core Concepts		1. Mass Communication 2. Convergence 3. Media Industry 4. Media Literacy 5. Audiences					
Course Outline							
Week	Topic						
1	Mass Communication and Converging Media During this lecture we will have the opportunity to get acquainted with basic concepts of communication and media. What is communication? What are some of its types and elements? What is mass communication? What are audiences and their segmentations? What media is and what are the functions of mass communication? Joseph Turow ("Media Today: Mass Communication in a Converging World" fq.33-44) Joseph R. Dominick ("Dinamika e Komunikimit Masiv: Media në përiudhën digjitale" fq.34-63)						
2	Research in Mass Communication: The Effects and Culture of Media Research in mass media focuses on the use of systematic methods to understand or solve problems related to the mass media. The research we will address during the lecture is not about answering questions about the bottom line of companies, but about the bottom line of society. The research focuses on the role of the mass media in improving or degrading the relationships, values and ideals of society and the people who make up that society. Joseph Turow ("Media Today: Mass Communication in a Converging World" fq. 61-90)						
3	Mass Communication and analysis of the Albanian Media Environment "Media Literacy" means the ability to understand and effectively use messages that are expressed in written or printed symbols, such as letters, and the ability to access, analyze, critically evaluate and communicate messages in many different forms, including the creation of media. This lecture brings the analysis of the Albanian media environment in the logic of principles and tools of media literacy. Valmora Gogo ("Editoriali në shtypin shqiptar", fq.47-80) Joseph Turow ("Media Today: Mass Communication in a Converging World" fq. 51-57, 125-126, 157-163, 197-199)						
4	Mass Communication in the Historical and Cultural Context: Albania This lecture gives a complete picture of the development of mass communication in Albania, where the object are the processes that have characterized the Albanian media. This lecture is an analysis in several approaches: historical and cultural, internally media systems and ways of financing, in the approach of technology development and in the audience approach. Valmora Gogo ("Editoriali në shtypin shqiptar") Artan Fuga ("Mediamorfozë dhe Metakomunikim", fq.375-422)						

5	Internet Industry What is the internet industry? How and why was the Internet invented? How is it used today? These are three of the questions, the answers to which will be elaborated in this lecture, accompanied by updated statistics of internet use in the world. The lecture also contains issues of audience behavior analysis and advertising as well as ethics and privacy. Joseph Turow ("Media Today: Mass Communication in a Converging World" fq.214-240)
6	Book and Newspaper Industry This lecture will enable students to understand today's books according to their development over the centuries in the following issues: The difference between different types of books, the roles of production, distribution and display, the effects of new digital technologies, etc. In the second part this lecture will show the development of the newspaper industry by carefully looking at the main developments in the history of American newspapers, with parallels with Albanian developments, understanding production, distribution, challenges, ways to reach audiences through digital technologies etc. Joseph Turow ("Media Today: Mass Communication in a Converging World" fq.240-300) Valmora Gogo ("Editoriali në shtypin shqiptar" fq.88-205)
7	Radio and Television Industry This lecture will enable students to understand the radio industry, explaining its history, the link between advertising and programming, the role of market research in the radio industry, consolidating ownership of radio stations and new digital technologies that are challenging traditional radios. . In the television industry the lecture will focus on comparing television with analogue, cable, satellite and OTT television. While the role of advertisers in financing these types of operations will be explained, but also the issues faced by the TV industry and society in general, in a rapidly changing television world. Joseph Turow ("Media Today: Mass Communication in a Converging World" fq.358-391, fq.426-464)
8	Midterm Exam
9	Film and Cinema Industry What is Film Industry? The lecture will explain the history of films, taking an example, their development in the US and how it affects today's industry. The production, distribution and exposure of this industry as well as their players will be analyzed. How are films financed? What is the relationship between film distributors and theaters? What is the impact of new technologies and globalization on the film industry? And what impact does American film culture have on world culture? Joseph Turow ("Media Today: Mass Communication in a Converging world" fq.392-425)
10	Media Business In this lecture we will get to know how the mass media staff considers the audience an integral part of business concerns. We will also describe the primary genres of materials created by different mass media industries, identify the process of production, distribution and exposure of materials in the mass media industry, understand how media companies finance production, distribution and exposure of media materials and we will use media literacy to assess what media forms mean to us as a media consumer. Joseph Turow ("Media Today: Mass Communication in a Converging World" fq.91-129) Gillian Doyle ("Ekonomia e Medias", fq. 13-30)
11	Media Financing: Advertising, Public Relations and Marketing Communication This lecture will explain the roles that advertising, public relations and marketing communications play in the media system. The types of companies involved in these activities will also be described and the process of creating advertisements and materials for public relations will be analyzed. Students will be able to better explain after this lecture how advertising, public relations and marketing communications relate to convergence and what this means for the media system. What do we mean by commercialism, persuasion, and targeted communication? Joseph Turow ("Media Today: Mass Communication in a Converging World" fq.130-166)
12	Audiences and users: Audience Behavior During this lecture will be analyzed audiences in the individual and industry view explaining concepts such as: Information processing tasks, filtering, exposure to media messages, attention, physical exposure, mass audience, segmentation, audience attraction, audience conditioning, etc. Lecturer's Notes
13	Media Control: Government Regulation, Self-Regulation and Ethics During the lecture, the reasons and theories related to media regulation will be explained. The different types of media regulation will be identified and described in more detail, the battles between citizens and regulatory agencies in the search for information will be analyzed and the ways in which media organizations self-regulate will be discussed. An important issue will also be identifying and evaluating: the ethical dilemmas that professionals face today. Joseph Turow, "Media Today: Mass Communication in a Converging World fq.167-202)
14	Project Presentation Students will present their individual or group projects, developed on the concepts covered during these lectures.

15	Global Media in Convergence In the last lecture we will bring back once again the basic concepts of Mass Communication in Convergence and the sharp issues of the media industry, with a focus on global media. It turns out that convergence is being driven primarily by 5 developments in today's media industries: Digital Media Dissemination, The Importance of Distribution Windows, Audience Fragmentation and Segmentation, Globalization and Conglomeration. What is the scanner of these processes in the world media? Joseph Turow, "Media Today: Mass Communication in a Converging World fq.203-213)		
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", 2020 • Valmora Gogo, "Editoriali në shtypin shqiptar", 2020 		
References	<ul style="list-style-type: none"> • Denis McQuail, Mark Deuze, "McQuail's Media and Mass Communication Theory", 2020 		
Course Outcome			
1	Studentët identifikojnë, krahasojnë dhe interpretojnë konceptet bazë të komunikimit, gazetarisë dhe marrëdhënieve me publikun.		
2	Studentët kuptojnë, zhvillojnë dhe aplikojnë njohuritë e marra në informimin e publikut.		
3	Studentët kuptojnë dhe analizojnë ndikimin e shoqërisë tek media dhe ndikimin e medias tek individët dhe shoqëria.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	30
Quizzes		0	0
Projects		0	0
Term Projects		1	20
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	3	42
Duties	1	4	4
Midterms	1	2	2
Final Exam	1	3	3
Other	0	0	0
Total Work Load			99
Total Work Load / 25 (hours)			3.96
ECTS			4.00