

Course Name : Media Lab I - ( Print , Broadcasting Journalism, Online Journalism)							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 211	D	Fall	1.00	1.00	1.00	2.00	4.00
<b>Lecturer</b> Suela Musta, PhD							
<b>Assistant</b>							
<b>Course language</b> Albanian							
<b>Course level</b> Bachelor							
<b>Description</b> The course aims to acquaint students with the principles of work in practice beyond theoretical knowledge in the preparation of different genres of journalism. The works in the laboratory belong to both electronic media, that is, the television world, as well as online platforms. Through practice in the computer laboratory, students prepare their own chronicles, articles, reports, editorials, interviews, etc.							
<b>Objectives</b> 1- To train students in writing news articles, writing interview questions and other genres of online and electronic journalism 2- To train students as television journalists in the preparation of chronicles and short reports with stand up, vox pop interviews, etc. 3- To train students with knowledge from field journalism and professional experience in coping with difficulties and problems in finding sources, political impartiality, verification of facts, disinformation, propaganda, etc.							
<b>Core Concepts</b> Journalist, television newsroom, news agency, online information, fake news, interviews, sources, propaganda,							
Course Outline							
Week	Topic						
1	Introduction to the objectives and purpose of the subject. The general principles of journalistic work for quality, professional, impartial journalism and adherence to ethical standards are explained.						
2	Interview Explanation of tactics and practical work in the laboratory with the creation of interviews. Initially, several interviews from agency portals and television stations are read to observe the models followed. Open and closed questions, structured questions are discussed. Laboratory work.						
3	Podcast Models are followed on the YouTube platform, and discussions are held about the themes and structure of questions in some of the most followed podcasts in Albania, Europe, and the USA.						
4	Crime Chronicles The scheme for preparing a news story, reflecting and confronting sources impartially, the trap of fake news, sensational information, and broadcast spots during prime time.						
5	Respecting the principles of Ethics in both text and images. Some content is monitored and explained according to the points of the Broadcasting Code. The Code enforces obligations for television stations regarding the standards of ethical journalism.						
6	Reportage The key concepts of reportage are explained, as well as the journalist's approach to a specific topic. Several examples of reportages with different themes from various television channels are followed. Laboratory work.						
7	Article for portals and television The differences between the style and structure of writing for television and portals are analyzed. The difficulty of live broadcasting from the scene is discussed. Examples from television programming and online portals are provided, and students receive guidance on the structure of writing. Laboratory work.						

<b>8</b>	Political Journalism The structure of political news reports and sourcing is explained. The issue of the relationship between propaganda and impartial political information is discussed. Laboratory work
<b>9</b>	Election Campaign How campaigns are reflected on television and portal news. Publications from social media of politicians and party staff. Laboratory work.
<b>10</b>	Economic Journalism Interpretation of figures and use of sources. The structure of an economic article is explained. Laboratory work.
<b>11</b>	How does it work multimedia newsroom in online agency. Journalists from Revista Monitor are invited to explain in the auditorium.
<b>12</b>	What does it mean to be a field journalist? The principles of work and relationships with institutions, PR officials, businesses, etc. The relationship between colleagues, editors, administrators in a television newsroom and portal agencies.
<b>13</b>	Audiences - Public, the importance in the journalism work Vox Pop. Laboratory work. Citizen Journalism, social media, and professional journalism. Who is winning, and who is losing?
<b>14</b>	Visit to a television newsroom. Getting to know the television and digital infrastructure as a whole, the transmission studio. The difficulties of working in journalism are discussed. Experience exchange and learning from experienced journalists, etc.
<b>15</b>	How emergencies, natural disasters, humanitarian crises, and conflicts are covered in journalism. Discussions based on real cases in the Albanian and international media landscape.
<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>• Literatura bazohet ne njohurite teorike te marre gjate vitit te pare mbi raportimin dhe shkrimin e lajmit</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• Libra mbi punen dhe praktiken ne redaksi te portaleve dhe televizione, Njeheresh lektrojne dhe percjellin pervojen e tyre gazetare me pervoje ne redaksi te lajmeve</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	"Students are prepared to write texts for news reports, interviews, editorials, and to speak in the studio on various topics."
<b>2</b>	"Students are trained to cope with the pressure of working in the newsroom to go on prime time, for live broadcasts on television, and for stories on portals and social media."

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	30	
Quizzes	0	0	
Projects	1	20	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
<b>Total in-term evaluation percent</b>		<b>60</b>	
<b>Final exam percent</b>		<b>40</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	2	28
Duties	1	7	7
Midterms	1	8	8
Final Exam	1	9	9
Other	0	0	0
<b>Total Work Load</b>			<b>100</b>
<b>Total Work Load / 25 (hours)</b>			<b>4.00</b>
<b>ECTS</b>			<b>4.00</b>