

<b>Course Name : Media Ethics and Legislation</b>							
<b>Course Code</b>	<b>Course Type</b>	<b>Regular Semester</b>	<b>Lecture (hours/week)</b>	<b>Seminar (hours/week)</b>	<b>Lab. (hours/week)</b>	<b>Credits</b>	<b>ECTS</b>
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>		To know the legislation in the field of communication and media. To gain knowledge about ethical reporting in sensitive matters. To acquire the principles of ethics and apply them in practice.					
<b>Core Concepts</b>		Media Ethics Reporting Data Protection					
<b>Course Outline</b>							
<b>Week</b>	<b>Topic</b>						
<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.						
<b>4</b>	Individual and organizational ethics. The relationship between the journalist and the media where he works, in front of the public.						
<b>5</b>	Law on Media. Restrictions and media freedom in Albania						
<b>6</b>	The anti-subscription package, how much the new government initiative is affecting media freedom						
<b>7</b>	Privacy. Investigative journalism and the risk of violating the freedom of the other through the secret camera						
<b>8</b>	Midterm Exam						

<b>9</b>	Reporting the news in the electoral campaign. Dilemmas and ethical challenges in covering the news in the electoral campaign
<b>10</b>	Ethics in publishing photos and videos. Reporting black chronicle news
<b>11</b>	Media between law and ethics. Role and attitude of the media on national security issues
<b>12</b>	Confidentiality, loyalty and trustworthiness of the news
<b>13</b>	Manipulation of the public and fabrication of events
<b>14</b>	Public relations and the phenomenon of ready-made media products
<b>15</b>	Ethics in online media and social networks
<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>• Etika ne media</li> <li>• Gazetaria- Stephan Russ-Mohl</li> </ul>
<b>References</b>	<ul style="list-style-type: none"> <li>• Patterson, Philip, Wilkins, Lee /Etika ne media/Tiranë 2009</li> <li>• Bertrand, Claude-Jean /Deontologjia e Mediave/ISHM/Tiranë 2007</li> <li>• Balle, Francis MediatdheShoqëritë, Botimii 15, Papirus, 2011</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>• Etika e mediave në epokën e digjitalizimit - Albanian Media Institute/www.institutemedia.org/.../A.Vehbiu</li> <li>• Kronel.S.Shilla/Të gëmosh thellë/Sarajeve 2009/osce</li> <li>• Udhëzues praktik/Deontologjia dhe etika e raportimit gjatë fushatave elektorale/Beder/R.Cipuri/B.Mema</li> <li>• Kod etik/Media dhe trafiku/gshg/Tiranë 2002</li> <li>• Kod etik/Gazetaria Invetigative/gshg/Tiranë,2004</li> <li>• Dominick R., Joseph, Dinamika e komunikimit masiv, Media në periudhën digjitale, UET Press, 2011</li> <li>• McLuhan, Marshall, Instrumentat e Komunikimit, Instituti i Dialogut dhe Komunikimit</li> <li>• Media Law/Handbook series/http/www.america.gov/publication/books/media-laww.htm</li> </ul>
<b>Course Outcome</b>	
<b>1</b>	Të fitojnë parimet bazë të etikës në media dhe të dallojnë ndryshimet mes ligjit për median dhe parimeve etike, që shërbejnë për normimin e punës së përditshme të gazetarit
<b>2</b>	Të njihen konkretisht me shembuj të cënimit të etikës nga ana e gazetarëve dhe pasojave që ajo ka shkaktuar tek personat e prekur.
<b>3</b>	Të fitojnë njohuri të përgjithshme mbi normat e etikës profesionale e personale , sjelljen e gazetarit në publik si pjesë e punës për krijimin e statusit të tij si person publik

<b>Course Evaluation</b>			
<b>In-term Studies</b>	<b>Quantity</b>	<b>Percentage</b>	
Midterms	1	50	
Quizzes	0	0	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	0	0	
<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	3	42
Duties	0	0	0
Midterms	1	10	10
Final Exam	1	14	14
Other	1	10	10
<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>