

Course Name : Multimedia Journalism							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 104	B	Spring	2.00	1.00	0.00	3.00	5.00
Lecturer Alban Tufa, Msc							
Assistant							
Course language Albanian							
Course level Bachelor							
Description Multimedia journalism is journalism that uses at least two media platforms and/or media formats to produce and present a news story or feature story. In terms of media platforms, this means covering a story through at least two different (online) media channels, for example, on a news website and a video platform. This course therefore addresses the elements of multimedia journalism and its importance in an increasingly convergent and personalized communication environment.							
Objectives <ul style="list-style-type: none"> • Familiarity with basic knowledge and concepts of multimedia journalism. • Acquisition of knowledge about the role that multimedia journalism has today. • Ability to conceive and distribute multimedia reports. • Application of the main principles of multimedia journalism. • Understanding the importance of multimedia in the field of journalism. 							
Core Concepts Journalism Multimedia Journalism Reporting Skills Video Audio Graphics Text History							
Course Outline							
Week	Topic						
1	Introduction. Course Introduction In the first lecture, students are introduced to the basic definitions of multimedia journalism and its importance in the contemporary media landscape. This lecture serves as a starting point for understanding the development of traditional media towards digital platforms, as well as the integration of text, audio, video and interactive elements in the news reporting process. It also introduces the course structure, goals, expected learning outcomes and assessment methods, giving students a clear framework for the content and expectations of the course throughout the semester.						
2	The Basics of Writing a News In the second week, students are introduced to the basic principles of building a well-structured news story, focusing not only on the textual aspect, but also on the potential offered by the multimedia format. In addition to the definition of news and news values, it is emphasized how informative content can be enriched through audio elements, illustrative photographs, supporting videos, graphics and animations that help explain the event more clearly and attractively. Students learn to think of a news story as an interactive experience for the audience, where textuality is functionally combined with visual and auditory content. In this way, the creation of the news story is transformed from a linear process into a dynamic narrative, adapted for digital platforms and multiple audiences. Andy Bull , "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 6-64						

3	<p>Creating a publishing platform In the third week, the focus is on enabling students to build and manage publishing spaces in the digital environment. The lecture covers the basic technical and editorial knowledge related to creating a website or blog on platforms such as WordPress, Tumblr and social networks such as Facebook, Instagram or YouTube, which are increasingly used for publishing and distributing media content. The importance of choosing the right format for the content (text, audio, video, photos, infographics) is discussed, as well as ways to build a user-friendly interface, respecting the principles of navigation, visual design and optimization for different devices. Students are encouraged to experiment with different publishing structures and styles, building platforms that respond to the demands of contemporary multimedia journalism and that actively engage the audience. Andy Bull , "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 65-88</p>
4	<p>Using Social Media In the fourth week, students explore how social media platforms have become indispensable tools for contemporary journalism. The lecture focuses on the strategic use of social media such as Facebook, Twitter/X, Instagram, TikTok, LinkedIn, and YouTube by multimedia journalists for information research, real-time reporting, building visual narratives, distributing content, and interacting with audiences. The importance of creating content tailored to each platform is emphasized, integrating multimedia elements such as short videos, infographics, interactive stories, and live streaming. It also discusses the professional and ethical challenges associated with verifying sources on social networks, confronting disinformation, and maintaining journalistic integrity in a fragmented and noisy information environment. Through this lecture, students learn to use social media not only as distribution channels, but as creative and critical tools to produce impactful journalism. Andy Bull, "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 89-121 MOBILE AND SOCIAL MEDIA JOURNALISM: A Practical Guide for Multimedia Journalism, Second Edition, Routledge, New York 2022, pp. 116-146</p>
5	<p>Audio and Podcast Journalism In week five, students are introduced to the potential of audio as an essential component of multimedia journalism. The lecture focuses on the role that audio plays in creating immersive media content, analyzing recording, editing, and storytelling techniques through sound. In particular, podcasts are treated as a growing format that combines the depth of journalistic storytelling with the intimacy of auditory communication, offering audiences a personalized and accessible experience at any time. It discusses how podcasts can be integrated with other multimedia elements such as text, photos, videos, and infographics on digital publishing platforms, creating rich and interactive media products. Students also learn how to structure a podcast episode, use audio interviews, music, and sound effects to build narratives, and publish the podcast on relevant platforms such as Spotify, Apple Podcasts, or SoundCloud. This module equips students with concrete skills to create audio content that supports and enriches modern multimedia journalism. Andy Bull, "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 122-144</p>
6	<p>Photo and Video in Multimedia Journalism In week six, students delve into the essential role that visual elements play in building powerful and engaging media narratives. The lecture focuses on how photography and video are not simply illustrative additions to text, but constitute complete forms of reporting that communicate emotions, contexts, and events directly. The importance of visual composition, lighting, angle of view, and editing in creating professional and ethical content is discussed. Students learn to use various devices (cameras, smartphones, portable microphones) and editing applications to produce materials that can be published on various digital platforms. In a media environment where journalism must be increasingly multimedia, mastery of the visual language becomes a necessity, allowing professionals to combine text with image and sound to create versatile, attractive, and effective content. This course helps students develop the technical and creative skills to produce news and stories that function seamlessly in the modern media ecosystem. Andy Bull, "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 145-184</p>
7	<p>Developing Reporting and Interviewing Skills In week seven, students focus on building core competencies for gathering information in the field and through interviews - two key pillars of quality journalism. The lecture explains effective reporting techniques in a variety of situations, including developing events, press conferences, community reporting, and specialized reporting. It also emphasizes the importance of interview preparation, formulating open-ended questions, and maintaining ethical and professional communication with sources. In the context of multimedia journalism, students learn how to record and accompany interviews with audio, video, and text elements, making them suitable for publication on various digital platforms. They practice creating reporting materials that can include short transcripts, visual quotes, interactive summaries, and content for social networks. In this way, reporting and interviewing skills become not only the basis for gathering information, but also a powerful resource for building multimedia content that engages and informs the public in a comprehensive way. Andy Bull, "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 215-236</p>

8	Semi-final exam
9	<p>Social and Community Journalism In week nine, students explore the increasingly important role that journalism plays at the local and community level, as well as the impact it has on strengthening democracy, transparency, and citizen representation. The lecture focuses on the ways in which social and community journalism directly engages communities in the process of producing and distributing information, often through digital platforms and social media. Students learn how to identify stories that matter to the community, build relationships with local actors, and produce content that reflects the voices of underrepresented groups. The use of multimedia tools—such as video interviews with citizens, photo reports, interactive graphics, and social media campaigns—helps create inclusive and accessible journalism. Through this approach, journalism becomes a tool for building the connection between the media and the community, empowering citizens to be not only consumers but also co-creators of information. This week equips students with the skills to produce journalism with local impact and social sensitivity, in harmony with the multimedia format and approach Andy Bull , “Multimedia Journalism: A Practical Guide”, Second Edition, Routledge, New York 2016, pp. 252-275</p>
10	<p>Data Journalism In week ten, students are introduced to the power of data in building investigative, accurate, and fact-based journalism. The lecture focuses on how journalists can find, analyze, visualize, and explain data through narratives that shed light on complex issues with public impact. Students learn basic techniques for searching for data in official and open sources (open data), using tools such as Excel, Google Sheets, or visualization platforms such as Flourish, Datawrapper, and Tableau, as well as building interactive infographics and maps. In the context of multimedia journalism, this data is translated into visual content that increases the understandability and credibility of a news story, integrating with text, audio, or video for a complete information experience. The lecture also emphasizes the importance of ethics and transparency in the use of data. This week helps students develop an analytical and visual approach to information, enabling them to create data-driven journalism that serves the public interest and increases civic awareness. Andy Bull , “Multimedia Journalism: A Practical Guide”, Second Edition, Routledge, New York 2016, pp. 322-336</p>
11	<p>Journalist Branding and Developing a Specialization This week, during this lecture, we will cover what a personal brand is, why good branding should start with good journalism, the goals of branding, and how to measure our success. We will also learn where to build your brand: websites, blogs, and social media. Later in the lecture, there will be exercises and projects to enable the practice of the knowledge gained. Part of this lecture is the development of professional specializations, where students learn how to define and develop specific areas of interest that can attract specific audiences. The lecture also addresses ways to use digital marketing tools and strategies for building a strong online presence to support a journalist’s career in an increasingly digitalized and diversified media environment. Andy Bull, "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 337-352 MOBILE AND SOCIAL MEDIA JOURNALISM: A Practical Guide for Multimedia Journalism, Second Edition, Routledge, New York 2022, pp. 326-348</p>
12	<p>Multimedia Features and Deep Packages Lecture 12 focuses on the multimedia features of news and deep packages. This lecture aims to provide a deep understanding of the use of multimedia tools and techniques in creating journalistic content. Students will learn how to use a combination of text, audio, video, and graphics to create engaging and complete materials that reach and engage diverse audiences. The lecture also focuses on developing “deep packages,” which are deep combinations of multimedia elements that create a richer and more complete story. This process involves advanced techniques for producing and processing multimedia content, providing a rich and integrated experience for news users and consumers. Andy Bull , “Multimedia Journalism: A Practical Guide”, Second Edition, Routledge, New York 2016, pp. 356-387</p>
13	<p>Advanced Web Search, Search Engine Optimization, Analytics, Sub-Editing, and Proofreading This course aims to provide students with the knowledge and skills to use advanced web search tools to identify and gather the necessary information efficiently and quickly. The course also addresses the importance of search engine optimization (SEO) to increase the visibility of journalistic content online, including techniques that help improve page rankings in search results. Another key element is data analysis, where students learn how to use analytical tools to evaluate content performance and optimize journalism strategies for wider audiences, taking into account engagement and traffic metrics. This course is essential for developing journalistic skills in an increasingly data-driven and online research-driven media environment. Andy Bull , “Multimedia Journalism: A Practical Guide”, Second Edition, Routledge, New York 2016, pp. 388-427</p>

14	Multi-platform publishing and developing editorial skills This course aims to provide students with a deep understanding of publishing journalistic content across a wide range of digital platforms, including websites, social media, mobile apps and traditional media. Students will learn how to create and adapt content for each platform in order to reach different audiences and maximize engagement. The course also focuses on developing editorial skills, where students will practice the process of editing multimedia content, focusing on structure, clarity and relevance to target audiences. This process involves using modern tools and techniques for editing text, images, video and other multimedia materials to create high-quality and engaging content that can be published across multiple digital platforms. Andy Bull, "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016, pp. 428-449
15	Project presentation and repetition
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • Andy Bull , "Multimedia Journalism: A Practical Guide", Second Edition, Routledge, New York 2016 • MOBILE AND SOCIAL MEDIA JOURNALISM: A Practical Guide for Multimedia Journalism, Second Edition, Routledge, New York 2022
References	<ul style="list-style-type: none"> • Duy Linh Tu, "Feature and Narrative Storytelling for Multimedia Journalists", Focal Press, New York 2015 • Neiman Reports, "Visual Journalism: Fresh Approaches and new bussines strategies for the Multimedia age", Harvard Univesity, 2010 • Mark Blaine, "The digjital Reporter's notebook", Routledge, New York, 2014 • Defining Multimedia journalism: A systematic literature review, Tufa Alban, Çela Erlis (2023), BJH 18, 39-60 • Rrapo Zguri, "Aspekte të multimedialitetit në gazetarinë online të zhvilluar në Shqipëri", Thesis, nr.2, 2015, fq 257 • https://al.ejo-online.eu/profesionalizmi-ne-media/one-man-news-dhe-sfidat-per-profesionin-e-gazetarit • https://sheshit.com/gazetaria-multimediale/ • https://journalift.org/sq/courses/mire-se-vini-ne-kursin-gazetaria-per-multi-platforma/
Course Outcome	
1	This course will provide students with basic knowledge of multimedia journalism.
2	Students will acquire knowledge about the role that multimedia journalism has today.
3	Students will be able to conceive and distribute multimedia reports.
4	At the end of the course students will be able to understand the application of the main concepts of multimedia journalism
5	Students will be able to understand the importance of multimedia in the field of journalism.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	30	
Laboratory	0	0	
Class Participation	1	20	
Total in-term evaluation percent		70	
Final exam percent		30	
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	5	70
Duties	1	3	3
Midterms	1	2	2
Final Exam	1	2	2
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5.00
ECTS			5.00