

Course Name : Writing for Audiovisual and Digital Media							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 108	B	Spring	2.00	0.00	1.00	2.00	5.00
Lecturer Rudi Dunga, Msc							
Assistant							
Course language Albanian							
Course level Bachelor							
Description The course "Writing for Audiovisual and Digital Media" aims to provide a deep understanding of the creation and transmission of news and informational content for audiovisual and digital media. Students will learn writing techniques for news in television, radio, and digital platforms, developing skills to produce clear, timely, and effective content for today's audiences. The course will also emphasize ethics, responsibility, and the role of the media in shaping public opinion.							
Objectives - Understand the process of creating and delivering news for television, radio, and digital platforms. - Develop the ability to write accurate, clear, and engaging news for the audience. - Analyze and produce content for news editions, using appropriate formats and techniques for different types of media. - Understand the role of media in shaping public opinion and the impact of news on society. - Apply best practices of ethics and professional responsibility in journalism and media writing. - Recognize and use digital tools and new technologies for news creation and distribution.							
Core Concepts - Television news - Digital journalism - Radio writing - Multimedia content - Media professional ethics							
Course Outline							
Week	Topic						
1	Introduction to Audiovisual and Digital Journalism - The importance of news and the role of audiovisual and digital media - Differences between news in television, radio, and digital media - Key points of journalistic ethics						
2	News Structure for Television and Radio - News formats: headline, lead, body, and conclusion - The importance of writing news for different audiences						
3	Writing for News Editions in Television and Radio - News writing techniques for live broadcasts - Use of language and style in news: applies to all media formats						
4	News in Digital Media - New Formats and Techniques - Writing for digital platforms: news for websites, blogs, and social media - Importance of headlines and short descriptions in digital media						
5	Creating Visual News and Multimedia Usage - Integration of images, videos, and infographics in news - Importance of visual elements in news delivery						
6	Reporting Techniques in Television and Radio - Use of microphone and camera: practices in broadcasting - Interaction with sources and interview preparation						
7	Writing News for Internet and Social Media - News structure for social media (Twitter, Facebook, Instagram) - Writing for fast-moving and diverse online audiences						
8	Midterm Exam						
9	Importance of Research and Information Verification - News verification methods and fact-checking - Importance of protection against fake news and misinformation						

10	Practical Writing for Radio and Television News (Group Project) - Writing and producing a complete news piece for TV and radio - Group work to develop news content
11	Writing News for Daily News Editions - Breaking news vs. in-depth reports - Adapting news techniques to fit audience needs
12	Writing for Live News Editions - Writing real-time news: adapting information on the spot - News during crises and emergency situations
13	Reviewing and Editing News - Editing and improving news for broadcast - Using clear and simple language in news writing
14	Final Project Presentations and Course Discussion - Presentation of student-created news pieces - Reflection on the experience and development of journalistic skills
15	Course Review and Discussion
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • Laksione të përgatitura nga pedagogu • News Reporting and Writing, Missouri Group
References	<ul style="list-style-type: none"> • •
Course Outcome	
1	Develop the ability to write clear, accurate, and well-structured news for television, radio, and digital platforms.
2	Understand the differences between media formats and adapt writing styles accordingly.
3	Use digital tools and multimedia elements to create engaging and professional journalistic content.
4	Apply ethical standards and professional responsibility in news reporting.
5	Analyze the impact of news and the role of media in shaping public opinion.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	40	
Quizzes	0	0	
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	4	56
Duties	0	0	0
Midterms	1	4	4
Final Exam	1	5	5
Other	0	0	0
Total Work Load			113
Total Work Load / 25 (hours)			4.52
ECTS			5.00