

**Syllabus**

**BSc Media and communication**

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| **Subject** | **THE HISTORY OF JOURNALISM 1** | | | | |
| **Type** | **Semester** | | **ECTS** | **Code** |
| OBLIGATORY (O) | 1 | | 5 | **90HOJ102** |
| **Course Lecturer** | Dr. Gjylie Rexha | | | | |
| **Aims and Objectives** | The course "Journalism History 1" provides students with basic knowledge of media and journalism development at different historical periods. The course addresses in particular the historical media development in Europe and the US as well as the impact of technological discoveries on mass media and the transformation of their role in society. In separate lectures, different types of media are focused on the respective historical periods, from the early newspapers toward the “golden age” of newspapers; from the invention of radio and the domination of television in last decades of XX century toward the “digital revolution" era. | | | | |
| **Learning Outcomes** | From this course, students are expected to gain knowledge on:  The main historical stages of media development and the specifics of journalism in the respective stages;  Historical impact of the social, political and economic environment on media development;  Influence of technological discoveries on the birth and development of various media categories;  The role of media and journalism in society and transformation of this role into different historical stages. | | | | |
| **Course Content** | **Course Plan** | | | | **Week** |
| Introduction to the course | | | | 1 |
|  | | | |  |
| Pre-history: writing and its influence in society | | | | 2 |
| Gutenberg's innovation and the revolution of publications | | | | 3 |
| Newsletters and first newspapers | | | | 4 |
| Power and the press | | | | 5 |
| Areopagitica, press and the French Revolution | | | | 6 |
| Development of the press in America | | | | 7 |
| Impact of technological innovations on media development | | | | 8 |
| Toward mass media | | | | 9 |
| Golden age of newspapers | | | | 10 |
| The birth and development of the radio | | | | 11 |
| The birth and development of television | | | | 12 |
| Commercial and Public Media Models in US and Europe  New era: "Digital Revolution"  Final exam | | | | 13  14  15 |
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| **Teaching/Learning Methods** | **Teaching/Learning Activity** | | | | **Weight (%)** |
| 1. Lectures | | | | 60% |
| 1. Exercises | | | | 20% |
| 1. Intermediary text | | | | 20% |
|  | | | |  |
| **Assessment Methods** | **Assessment Activity** | |  | **Week** | **Weight (%)** |
| 1. Participation in lectures and exercises 2. Activity during lectures 3. Intermediary test (seminar) 4. Final exam | |  | 2-15  1-15  7  - | 10%  10%  20%  60% |
|  | |  |  |  |
| **Course resources** | **Resources** | | | | **Number** |
| 1. Classroom | | | | 1 |
| 1. Moodle | | | |  |
| 1. Projector | | | | 1 |
|  | | | |  |
| **ECTS Workload** | **Activity** | | | **Weekly hrs** | **Total workload** |
| 1. Lectures | | | 2  2  2 | 30 |
| 1. Exercises | | | 1 | 15 |
| 1. Literature | | |  | 20  60 |
| 1. Independent learning | | | 4 | 60 |
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| **Literature/References** | *Literatura:*  -Frederik Barbier, Catherina Bertho Lavenir, *Historia e Medias nga Dideroi tek Interneti*, Instituti Shqiptar i Medias 2004  -Joseph R. Dominick, *Dinamika e komunikimit masiv*, *media në epokën dixhitale*, UET Press 2010  -Tom Standage, *Writing on the Wall, Social Media-The First 2,000 Years*, Bloomsbury 2013  -Asa Briggs, Peter Burke, *A Social History of the Media- from Gutenberg to the Internet*, Polity 2002 | | | | |
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