**Syllabus**

**BSc Media and communication**

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| **Subject** | **INTERNATIONAL MEDIA** | | | | |
| **Type** | **Semester** | | **ECTS** | **Code** |
| OBLIGATORY (O) | 6 | | 4 | 90INM353 |
| **Course Lecturer** | Dr. Gjylie Rexha | | | | |
| **Course Assistant** |  | | | | |
| **Course Tutor** |  | | | | |
| **Aims and Objectives** | The aim of this course is to provide the knowledge about the functioning and the role of Medias with global impact. Lectures are focused on treating the main issues which are connected with the activity of this category of media companies. Main characteristics and aspects of their activity are linked with different social, cultural, ethnic, racial and different economical levels all around the world. Treating international Medias as part of distinguished political and cultural realities, this course also offers the knowledge about international relations, as disseminating factor for understanding their global impact.  The second part of the course focuses Kosovo. Course treats the way that global medias have covered the war in Kosovo, developments during the UN protectorate and the image of Kosovo after the declaration of the independence. | | | | |
| **Learning Outcomes** | * During this course students will gain basic knowledge about medias with global impact; * Students will benefit elementary knowledge about the main theories regarding the international medias and their connections with political and economic factors; * Students will gain knowledge about the impact of international medias in different cultural environments; * The course enables students to improve the reporting about the local developments to be presented in international medias; * Students will gain knowledge about the role of international Medias about developments in Kosovo and their impact in international image of Kosovo. | | | | |
| **Course Content** | **Course Plan** | | | | **Week** |
| Introduction to the course | | | | 1 |
| Media globalisation | | | | 2 |
| The history of media with global impact  Politics and international medias | | | | 3 |
| Politics and international media | | | | 4 |
| The CNN effect and other theories | | | | 5 |
| The impact of international medias in creating public opinion | | | | 6 |
| Media coverage of crises and conflicts by global medias | | | | 7 |
| Kosovo war in international media | | | | 8 |
| The image of Kosovo after 1999 and 2008, in IM | | | | 9 |
| Cultural diversity in international media | | | | 10 |
| Reporting for international media | | | | 11 |
| The impact of IM in the internet era | | | | 12 |
| Discussions: “Arab Spring” and “Covid 19” | | | | 13 |
| Presentations of seminars and group discussions studies | | | | 14 |
| Final exam | | | | 15 |
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| **Teaching/Learning Methods** | **Teaching/Learning Activity** | | | | **Weight (%)** |
| Lectures | | | | 60% |
| Discussions and examples | | | | 20% |
| Seminars, presentations | | | | 20% |
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| **Assessment Methods** | **Assessment Activity** | |  | **Week** | **Weight (%)** |
| Participation in lectures | |  | 1-14 | 20% |
| Seminar, presentations | |  | 14 | 20% |
| Final exam | |  | 15 | 60% |
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| **Course resources** | **Resources** | | | | **Number** |
| 1. Classroom | | | | 1 |
| 1. Moodle 2. Moodle | | | | 1 |
| 1. Projector | | | | 1 |
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| **Activities** | **Activity** | | | **Weekly hrs** | **Total workload** |
| Lectures | | | 2  2  2 | 30  2  2 |
| Exercises  Seminar | | | 1  2 | 15  30 |
| Independent study | | |  | 25 |
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| **Literature/References** | Philip Seib, *Gazetari global*, Instituti Shqiptar i Medias, Tiranë 2009  *Media n*ë *er*ë*n e internetit dhe globalizimit*, Instituti Shqiptar i Medias, Tiranë 2009  Piers Robinson, *The CNN Effect – The myth of news, foreign policy and intervention*, ROUTLEDGE, London 2002  Michelle Henery, Why do we see what we see? A comparison of CNN International, BBC World News and Al Jazeera English analysing the respective drivers influencing editorial content, *Reuters Institute Fellowship Paper*, University of Oxford 2010,  Friederike Kind-Kovacs, Voices, letters, and literature through the Iron Curtain: exiles and the (trans) mission of radio in the Cold War, *Cold War History, 2013 Vol. 13, No. 2, 193–219,* [*http://dx.doi.org/10.1080/14682745.2012.746666*](http://dx.doi.org/10.1080/14682745.2012.746666)  Media globalization:  <http://www.sagepub.com/sites/default/files/upm-binaries/9446_010773Ch2.pdf>  Foreign and Commonwealth Office/ BBC world service broadcasting agreement, <http://www.bbc.co.uk/worldservice/us/ba_2005.pdf>  CNN mission: <https://cnnsoc185.wordpress.com/vision-statement/>  Associated Press, news values and principles,  <http://www.ap.org/company/news-values> | | | | |
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