

**Media and Communication**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Subject** | **LANGUAGE AND STYLISTICS** | | | |
| Type | Semester | ECTS | Code |
| OBLIGATORY (O) | 1 | 2 | 90LAS107 |
| **Lecturer** | Prof.ass.dr. Xhevahire Topanica-Millaku | | | |
| **Assistant** |  | | | |
| **Supervisor** |  | | | |
| **Aims and objectives** | The main aim of the course is for students to understand the core functions of the Albanian language in media, official communication and journalism reporting. Language and style are among the basic elements that set the level of professionalism in media and communication. Correct and concise usage of the standard used language influences in elevation of the level of communication between relevant actors: media, respective subjects and public.  This subject will deal with problematic issues in written, electronic and online media related with the usage of the Albanian standard language. In its essence, the plan of the subject offers theoretical and practical knowledge in using fundamental rules of: correct writing, correct pronunciation, usage of foreign words, denominations, acronyms, dialects, stylistic figures etc., during writing and reporting in media.  The general content of the course is divided into the following areas:  - Language functions  - The art of writing  - The art of speaking | | | |
| **Expected outcomes** | -Students will be equipped with solid knowledge on the importance and specifics of the usage of the Albanian standard language in the media;  -Students will have the capacity to prepare journalism pieces while applying the rules of the standard Albanian language;  - Students will have the capacity to identify and apply principles of journalism styles in electronic and printed media;  -Students will be introduced to the principles through which they will avoid usage of the language of inducement and hatred in media;  - Students will gain skills to prepare properly materials based on linguistic and stylistic principles for media and public on behalf of other actors within the inter-social communication; | | | |
| **Subject content** | **Weekly Plan** | | | **Week** |
|  | | |  |
|  | | |  |
| Introduction - The presentation of the sylabus | | | 1 |
| Language / Features and Functions | | | 2 |
| The art of writing/ Genres and styles | | | 3 |
| The art of public speaking | | | 4 |
| The method of speaking in public (reading, articulation, intonation, etc.) | | | 5 |
| Ethics of language and speech | | | 6 |
| Language of inducement and hatred | | | 7 |
| Intermediary test (colloquium) | | | 8 |
| Usage of stylistic figures and visual tools | | | 9 |
| Foreign words and translated materials | | | 10 |
| Journalistic style / peculiarities of writing for newspaper and news agencies | | | 11 |
| Writing for television | | | 12 |
| Linguistic analysis of media / case studies  Seminar, test and the presentation of the results  The corpus of the syllabus | | | 13  14  15 |
| **Teaching methods** | **Activity** | | | **Mark weight (%)** |
| 1. Lectures | | | 60% |
| 1. Seminars | | | 20% |
| 1. Case studies | | | 20% |
|  | | |  |
|  | | |  |
|  | | |  |
|  | | |  |
|  | | |  |
| **Assessment methods** | **Assessment activity** | **Number** | **Week** | **Mark weight (%)** |
| 1. Mid-term exam |  | 7 | 20% |
| 1. Case study |  | 12,13 | 20% |
| 1. Participation |  | 1-12 | 10% |
| 1. Final exam |  | 14 | 50% |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Sources and means of the implementation of the course** | **Means** | | | **Number** |
| 1. Classroom (e.g) | | | 1  1  1  1 |
| 1. Moodle | | |  |
| 1. Projector | | |  |
|  | | |  |
|  | | |  |
|  | | |  |
| **Load and activities** | **Activity type** | | **Weekly hours** | **Overall load** |
| 1. Lectures | | 2 | 30 |
| 1. Seminars | |  | 18 |
| 1. Mid-term tests | |  | 1 |
| 1. Exam | |  | 1 |
|  | |  |  |
|  | |  |  |
| **Literature/References** | 1. Shkurtaj, Gjovalin: *Si të shkruajmë shqip, Tiranë* 2008.  2. Memushaj, Rami: *Gjuha Standarde,* Tiranë, 2008.  3. Lloshi, Xhevat: *Stilistika dhe pragmatika,* Tiranë, 1999.  4. Stephen E. Lucas: Arti i të folurit në publik, UET Press, Tiranë, 2010.  5. Pierre Guiraud, Stilistika, Fjala jonë, Prishtinë, 19976. Missouri Group, Raportimi dhe shkrimi i lajmeve, Tiranë ISBN 978-9928-4051-8-0.  8. Rich, Carole: *e workbook for writing and reporting news,* online edition  9. Ane Weber, Manual on hate speech, Council of Europe publishing, September, 2009. | | | |
| **Contact** | Email: [xhevahire.millaku@ubt-uni.net](mailto:xhevahire.millaku@ubt-uni.net) | | | |