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**MEDIA AND COMMUNICATION**

**Syllabus**

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| **Subject** | **MEDIA MANAGEMENT I** | | | |
| Type | Semester | ECTS | Code |
| OBLIGATORY (O) | 4 | 5 | 90MM1202 |
| **Lecturer** | **MSc. Adnan MEROVCI** | | | |
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| **Goals and Objectives** | The purpose of this course is to provide third year students with basic knowledge of media management.  We are approaching the media management in this course from a theoretical and practical point of view.  Theoretical Aspect:  1. How is a media management organized? How is it organized and how does its editorial office work? What are and what are the media topics, how are they organized and how are they unified in a whole? What is the technology of news production, from the news idea to its typing? How do the pages of a newspaper appear?  Practical Aspect:  2. An example from a daily newspaper in Kosovo will be considered to see how the management and editorial staff functions and how its rubrics are organized separately.  3. The example of Public Radio Television of Kosovo will be considered to see how the management and editorial staff functions and how its rubrics are organized separately.  4. An example from an online newspaper will be considered to see how editorial management works and how its rubrics are organized separately.  5. An example from a news agency will be considered to see how management and editorial staff work and how its rubrics are organized separately.  The purpose of this course is to give students the knowledge to understand how media management, editorial staff and columns work, so that after studies, when they start working as journalists, be familiar with the management and with newspaper and news production technology.  Also a common workshop for making a newsletter and organizing a newspaper, filling it with newspaper texts, etc. it also aims to effectively train students in the practice of knowledge on media management | | | |
| **Expected results** | Teaching in this subject is combined: instructional lectures and lectures on concrete examples. Interactive methods are used in the lectures, but the main part is covered by the explanation of concrete examples. At the end of the lectures, students receive the assignments they need to do at home and discuss them at the classroom. Lectures and analysis of concrete examples focus on two aspects:  1. To teach students the functioning and management of the media in all key processes; and  2. Enable them to become familiar with the media making industry and to practice media management.  Concrete examples and lectures for them are: discussions on how to manage, organize editorial, columns, pages and sectors of a media, primarily of the daily newspaper, RTK, on-line newspaper, news agency etc.  There will also be a [seminar topic] exercise in making a newspaper. Exercise will be done in teams. | | | |
| **Content** | **Weekly plan** | | | **Week** |
| **1 Week (Hour 1 and 2)**   * Notification with the content of the case; * What is, what do we mean, definition - the definition of Media Management? * Types of Media. | | | 1 |
| **2 Week (Hours 3 and 4)**   * Media as information-intellectual activity; * Media power; * State relations with the media; * Media as a profit-business. | | | 2 |
| **3 Week (Hours 5 and 6)**   * What is the editorial board? * The editorial office of the newspaper. | | | 3 |
| **4 Week (Hours 7 and 8)**   * • sections. * • Rubrics and pages of the paper. * • [Study visit to a printed newsroom. Theme: Technology of news production from news idea to publication]. | | | 4 |
| **5 Week (Hours 9 and 10)**   * Private media and public media management. * Management, editorial and columns of Public Television of Kosovo.   **5 Week** RTK programming scheme. 6   1. [Study visit to a radio or TV. Theme: program scheme, structure and organizational system]. | | | 5 |
| **7 Week (Hours 11 and 12)**   * On-line newspaper editorial and on-line columns. * The news agency's editorial staff. | | | 7 |
| **8 Week (Hours 13 and 14)**   * Scheduling the newspaper | | | 8 |
| **9 Week (Hours 15 and 16)**   * Technology of selecting, editing and printing news. | | | 9 |
| **10 Week (Hours 17 and 18)**   * Marketing and sales. | | | 10 |
| **11 Week (Hours 19 and 20)**   * Leaflets and flyers. | | | 11 |
| **12 Week (Hours 21 and 22)**   * Evaluation seminar. * Group assignment: Prepare a newspaper   **13 Week** Create a newsstand. 13   * Division of duties for journalists. * Topic research. * Writing and editing topics. | | | 12 |
| **14 Week (Hours 23 and 24)**     * Publication of the newspaper [in the terms of the faculty cabinet].   **15 Week** Final exam 15 | | | 14 |
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| **Teaching methods** | **Activity** | | | **Weight (%)** |
| 1 Lecture  2 Exercise | | | 50 50 |
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| **Methods of assessment** | **Evaluation activity** | **No** | **Week** | **Weight (%)** |
| 1. Test 1 |  |  | 30 |
| 1. Participation and activity |  |  | 20 |
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| 1. Final Exam |  |  | 50 |
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| **Resources and tools of concretization** | **Tools** | | | **No** |
| 1. Class | | | 1 |
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| 1. Moodle | | | 1 |
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| 1. Projector | | | 1 |
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| **Charges and activities** | **Activity Type** | | **Weekly Hours** | **Total load** |
| * 1. Lecture   2. Practics | | 2  1 | 30  15 |
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| * 1. Independent Teaching | |  | 80 |
| * 1. Exams | |  |  |
| **Literature / References** | 1. Shyqyri Llaci, *Manaxhimi*, AlbPaper, Tiranë, 2008.  2. Andri Koxhaj, Florian Tomini, *Manaxhimi i komunikimit*, botim i autorëve, Tiranë, 2006.  3. Materjale nga Interneti. | | | |
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