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**BSc Media and Communication**

**Syllabus**

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| **Subject** | **Media and Society** | | | |
| Type | Semester | ECTS | Code |
| OBLIGATIVE (O) | 6 | 4 | 90MAS352 |
| **Lecturer of the subject** | **Dr. Ferid Selimi** | | | |
| **Case Assistant** | MA Arsim Lani | | | |
| **Tutor of the subject** |  | | | |
| **Goals and Objectives** | Media and Society study is more important for communication students because they will learn about media and societal relationships from a sociological point of view. In this course, students will get acquainted with the theories and thoughts of scholars about the relationship between society and the media, as well as the importance of the relationships between them. During the lectures, the students will understand what the media, the individual, the family and the society are, and then the media's influence on social development in a timely manner. Students will also get acquainted with the various social problems that pertain to media evolution and their impact on society as well as the media and globalization in general. | | | |
| **Expected results** | Upon successful completion of this module, students will earn:  - They will be able to understand the role of media in social development;  - To address media problems from the sociological context;  - Analyze and compare the media world at local and international level;  - Understand access to the public and ways of communicating with different social categories;  - Understand the role of media in the education of society;  This course applies a combination of didactic and seminar materials. Students will be provided with materials and notes, and then use case studies and group workshop activities to review these issues in their experiences. | | | |
| **Content** | **1 Week**: Culture and Society (Anthony Giddens: Sociology Chapter: Culture, the Individual and Social Interaction, Part Two Chapter 2 Page 41-69 SOROS Tirana, 2002  **2 week:** Written media, books and newspapers from Gutenberg in our day (Francis Balle: Medat & Associates Page: 35-43 PAPIRUS Tirana, 2011)  **3 Week:** Media, Information and Communication (Francis Balle: Medat & Society Page: 25-32 PAPIRUS Tirana, 2011)  **4 Week:** Exchange, Spreading, and Sharing Information (Francis Balle: Medat & Society Page: 16-24 PAPIRUS, Tirana, 2011)  **5 Week**: Papers from Renaudot in Our Day (Francis Balle: Medat & Society Page: 50-63 PAPIRUS Tirana, 2011)  **6 Week:** Lectures as a Product of Text and Context of Communication (Bruno Ollivier: Communication Sciences Page: 73-100 PAPIRUS, Tirana, 2015)  **7 Seven:** Seminars  **8 Week:** What is Publicity  **9 Week:** Public Speaking Oratory  **10 Week:** Publicity and Science  **11 Week:** From the Perspective of Media Sciences (Media and Society)  **12 Week:** From the perspective of political science  **13 Week:** Publicity as the Fourth Power of Power  **14 Week:** Presentation seminars  **15 Week:** Final Test - Examination | | | |
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| **Methods of assessment** | **Activity** | | | **Weight (%)** |
| Going to lectures | | | 10 |
| 1. Engagement | | | 10 |
| 1. Exercises, seminars | | | 10 |
| 1. Exam | | | 70 |
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| **Teaching methods** | **Assesment activity** | **No** | **Week** | **Weight (%)** |
| 1. All lectures and exercises | 45 | 1,2,3,4,5,6,7,9,10,11,12 | 45 |
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| 1. Personal study | 55 |  | 55 |
| 1. Total of lectures and personal studies | 100 |  |  |
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| **Resources and means of concretization** | **Tools** | | | **Number** |
| 1. Class (e.g) | | | 1 |
| 1. Projector | | | 1 |
| 1. Moodle | | | 1 |
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| **Charges and activities** | **Type of activity** | | **Weekly class** | **Total** |
| 1. Lecture | | 3 | 45 |
| 1. Duties 2. Independent Teaching 3. Exams | | 3  4 | 15  40 |
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| **Literature / References** | 1. Balle, Francis (2011) “Mediat & Shoqëritë”, Botimi i 15, Botues: Papirus, Tiranë  2. Boriçi, Hamit & Bashkim Gjergji, Genc Tirana,  3. Giddens, Anthony, (2002) “Sociologjia”, Botues: Fondacioni SOROS, Tiranë.  4. Malaj, Nora & Lekë Sokoli. Problemet Sociale Bashkëkohore. Botues: Autorët. Tiranë, 2013  5. Ollivier, Bruno. Shkencat e Komunikimit. PAPIRUS. Tiranë, 2015 | | | |
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