

**BSc Media and Communication**

**Syllabus**

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| **Subject** | **Practical Work in Written Media** | | | |
| Type | Semester | ECTS | Code |
| OBLIGATORY (O) | 4 | 5 | 90PWM206 |
| **Lecturer**  **Teaching Assistant Tutor** | Dr. Ferid Selimi | | | |
|  | Ejup Gojnovci, Muhamet Hajrullahu | | | |
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| **Goals and Objectives** | The aim of the course is for students to reach the basic concepts of writing articles for written media. This goal will be achieved mainly through practical assignments, lectures, discussions, reading of materials distributed throughout the subject, newspaper and magazines articles. This course also aims to increase skills of writing for written media, based on the global discourse of languages. The course contains lectures and exercises, which helps in the practical application of theoretical elements. | | | |
| **Expected results** | Students will gain practical skills in writing various journalistic articles. They will be able to distinguish all types of articles in journalism: how to make the news, report with news, reportage, report within the reportage, comment, opinion, analysis, etc. Students will be able to write, interpret, observe and follow the ethical rules of journalism, not to forge, to use the language that informs not the one that offends, to use clear and understandable language for all categories of readers, etc. | | | |
| **Content** | **1 Week:** Applying to the syllabus and entering the subject:  **2 Week:** Introduction, development and completion of informative articles  **Exercises:** Compatibility and coherence of articles  **3 Week:** Truth and Truthfulness of the News  **4 Week:** Practice for the preparation of journalistic articles  **5 Week**: Use of quotations in journalism articles  **Exercises:** Direct and indirect speech in texts  **6 Week:** Avoiding subjective approach in reports  **7 Week:** Finding subjective elements within articles - including opinions  **8 Week:** Headlines by the text nature  **Exercises:** Thematic headlines, advisory headlines and headlines with quotations ...  **9 Week:** Analyzing newspaper headlines for the same events)  **Seventh Week:** Taking tasks and process of daily tasks in the newsroom  **10 Week:** Perceiving important news  **Exercises:** Students prepare an article according to their own perception  **11 Week:** Preparing interviews and their importance  **Exercises:** Reading newspapers and portals and getting samples from them  **12 Week:** Customizing the script for the audience  **Exercises:** Processing of information that emerges, let's say, from court rulings (eliminating irrelevant elements)  **13 Week:** Press Release and Press Conference  **Exercises:** Students improvise a press conference in the classroom  **14 Week:** Access to Public Documents  **Exercises:** Essay on topic: Teaching results from PPMSH  **15 Week:** Final Test – Exam | | | |
| **Evaluation Methods** | **Activity** | | | **Amount (%)** |
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| 1. Following on lectures | | | 20% |
| 1. Activity during lectures | | | 5% |
| 1. Tasks and exercises, seminars | | | 15% |
| 1. Final Exam | | | 60% |
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| **Teaching Methods** | **Evaluation activities** | **Number** | **Week** | **Amount (%)** |
| 1. Lectures and practices in total | 45 | 1,2,3,4,5,6,7,9,10,11,12 | 35 |
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| 1. Tasks | 30 |  | 20 |
| 1. Personal studies 2. Lectures and exercises in total | 50  125 |  | 45  100 |
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| **Sources and concretization methods** | **Methods** | | | **Number** |
| 1. Class (e.g.) | | | 1 |
| 1. Projector | | | 1  1 |
| 1. Moodle | | | 1 |
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| **Activities** | **Type of activity** | **Weekly hours** | **Total** |
| 1. Lectures 2. Exercises | 2  1 | 30  15 |
| 1. Tasks 2. Self-studies 3. Exams | 2 | 30  50 |
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| **Literature/References** | 1. Boriçi, Hamit. Gazetaria 2. Shtëpia Botuese e Librit Universitar. Tiranë, 2004  2. Grup autorësh. Media në erën e internetit dhe globalizmit. ISHM. Tiranë, 2009  3. Kovach, Bill&Tom Rosenstiel, Elementët e gazetarisë. ISHM. Tiranë, 2009  4. Lloshi, Xhevat. Stilistika e gjuhës shqipe dhe pragmatik. Albas. Tiranë, 2005  5. Missouri Group (Brooks S.Brian; Kenedy, George; Moen R. Daryl; Ranly Don, Raportimi dhe shkrimi i lajmeve, botuar anglisht më 2005 në Boston e New York. Botuar në shqip nga Botimet IDK (Instituti i Dialogut & Komunikimit), përkthyer nga Benet Koleka, Belina Shalari dhe Denada Kakeli).  6. Musaj, Bardhyl. Si të shkruajmë ese. “Pegi”. Tiranë, 2004.  7. Nishku, Majlinda. Procesi dhe shkrimet funksionale. QAD. Tiranë, 2004.  8. Rugova, Bardh. Gjuha e gazetave. KOHA. 2009, Prishtinë  9. Russ-Mohl. Gazetaria. K&B. Tiranë, 2010  9. Shkurtaj Gjovalin. Si të shkruajmë shqip: Baza të shkrimit akademik. Toena. Tiranë, 2012  10. Zejnullahu, Safet. Shkrimi dhe komunikimi. UBT. Prishtinë, 2015  11. Zejnullahu, Safet. Shkathtësitë e shkrimit. UBT. Prishtinë, 2019 | | |
| **Contact** | ferid.selimi@ubt-uni.net | | |