

**BSc Media and Communication**

**Syllabus**

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| **Subject:** | **REPORTING TECHNIQUES** | | | |
| Type | Semester | ECTS | Code |
| MANDATORY (O) | 2 | 3 | 90RTE157 |
| **Subject Lecturer** | Msc.Musa Sabedini | | | |
| **Assistant** | Ejup Gojnovci | | | |
| **Subject’s tutor** |  | | | |
| **Goals and Objectives** | The Principal goal of the course is to equip the students with the basic knowledge on information gathering, verification and reporting in media operations. Another goal of the subject is to equip the students with the necessary theoretical knowledge and professional activity, as well as the as the approach towards the sources of information, especially in the cases of news stories require multiple sourcing. A particular attention and emphasis will be paid to effective implementation of the principles of ethics in the process of information gathering and reporting.  The main objectives of the course are to:   * Offer the students the basics about media professionals in the area of information gathering and encoding of information for the communication channels; * Increase the skills of students on writing and reporting different genres of journalism (news, reports, extended reports, feature stories, etc.) for different media (print, broadcast and web); * Equip the student with the skills on the necessary verification of the information accuracy; * Elaborate the techniques of interviewing sources of information; * Touch upon specific about approaching different types of information sources, especially anonymous sources; * Raise awareness about the necessity for implementation of principles of ethics in exercising the duties of a media professional; | | | |
| **Expected**  **Results** | * The students of this course will obtain the basics about news writing and reporting techniques for print, broadcast and web-based media; * The students will acquire skills on the various forms of information gathering and verification of accuracy for articles (materials) designated for public consumption; * The students will obtain sufficient knowledge about the potential forms of reaction when reporting in sectors, such as politics, economy, social, etc.; * The students will master the access the sources of information, including the access and approach toward anonymous sources while working on investigation topics; * The course seeks to raise awareness among the students about the importance of implementing the key principles of journalism (timeliness, accuracy, objectivity, etc.) during the information gathering process and reporting on important developments with human dimension impact; * The students will acquire the basics about the importance of implementing the rules of journalism ethics during the work in the field, when dealing with parties involved in the media reports, as well as with the colleagues in the newsroom. | | | |
| **Content** | **Weekly Plan** | | | **Week** |
| Introduction to subject | | | 1 |
| Particularities of writing for print media and broadcast media | | | 2 |
| General principles of media reporting | | | 3 |
| From reporting to news writing | | | 4 |
| Information gathering and verification of accuracy | | | 5 |
| Midterm test (colloquium) | | | 6 |
| Sources of information | | | 7 |
| Interview techniques | | | 8 |
| Investigative reporting | | | 9 |
| Particularities of reporting “daily topics” | | | 10 |
| Reporting exclusive developments (situations) | | | 11 |
| Web reporting | | | 12 |
| Reporting sensitive news | | | 13 |
| Key studies | | | 14 |
| Summary, final exam | | | 15 |
| **Activities and Frequency** | **Activity** | | | **Weight (%)** |
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| **Evaluation**  **Method** | **Evaluation activity** | **Number** | **Week** | **Weight (%)** |
| * Activity |  | 1,2, 3, 5,6,8,9,10,11,12 | 10% |
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| * Exercises |  | 1,2, 3, 5,6,8,9,10,11,12 | 20% |
| * Final exam * Midterm test | 1  1 | 13  7 | 50%  20% |
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| - 0-49 points 5  - 50-59 points 6  - 60-69 points 7  - 70-79 points 8  - 80-89 points 9  - 90-100 points 10 |  |  |  |
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| **Sources and concretization**  **means** | **Means** | | | **Number** |
| * Classroom | | | 1 |
| * On-screen projection device | | | 1 |
| * Moodle | | |  |
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| **Teaching**  **methods** | **Type of activities** | | **Hours per week** | **Total Weight** |
| * Total of lectures and exercises | |  | 45 |
| * Other teaching methods | |  | 15 |
| * Personal studies | |  | 15 |
| * Total of lectures and personal studies | |  | 75 |
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| **Literature/**  **References** | * Bill Kovach, Tom Rosenstiel: Elementët e gazetarisë, Tiranë 2009 * Philip Meyer: Gazetaria e saktë, Tiranë 2006 * Missouri Group: Raportimi dhe shkrimi i lajmeve, Tiranë 2011 * Umberto Eco: Si shkruaj, Prishtinë 2003 * Umberto Eco: Të thuash qartë të njëjtën gjë, Tiranë * David Randall: Gazetari universal, Tiranë 2003 * Rami Memushaj: Shqipja standarde, Tiranë 2004 | | | |
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