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**BSc Media and Communication**

**Syllabus**

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| --- | --- | --- | --- | --- |
| **Subject:** | Speaking skills | | | |
| Type | Semester | ECTS | Code |
| OBLIGATORY (O) | 2 | 5 | 90SPS153 |
| **Lecturer:** |  | | | |
|  | Dr. Votim Hanoli | | | |
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| **Goals and Objectives:** | Students will get acquainted with the rules, standards, and beautiful talking techniques in the media. Through lectures, they will receive specific knowledge of radio and TV speaking about the different categories of presentation, depending on the category, genre and program. | | | |
| **Expected results:** | Students will benefit from practical practices for speaking smoothly, without mistakes, in the media, in various radio and television programs, informative or entertaining. Students will be prepared to adapt speech, different genres of journalism to media audiovisual. | | | |
| **Temperance:** | **Weeks:**  **1.** Recognition with syllabus and entry into subject.  **2.** Speaking. Definitions and concepts.  **3**. How to talk on radio and television, spoken on radio and TV?  **4.** TV and radio speakers.  Task 1: Analysis a speaker on TV or radio.  **5.** Voice, tone, and vocal.  **6.** Respiration and voice production in relation to presentations.  **7.** The first test  **8.** Presentation rules in media.  Task 2: Prepare a short text and read it in the classroom.  **9.** Radio and TV speaker - Standard language.  **10.** Technical and physical rules of radio and television speakers.  Task 3: Analyze the presentation of a news edition.  **11.** Journalistic genres on radio and TV, reading and interpreting them.  **12.** Journalistic genres on radio and TV, reading and interpreting them.  **13**. Analysis of TED speeches  **14**. Practice. Reading various sketches and speeches.  **15.** Presentation of the assignment | | | |
| **Methods of assessment:** | **Activity:** | | | **Weight (%)** |
| 1. Attend lectures | | | 10 % |
| 2. Presentation | | | 10 % |
| 1. The first test | | | 30 % |
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| **Final exam** | | | **50%** |
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| **Teaching methods:** | **Aktiviteti i vlerësimit** | **Number** | **Week** | **Weight (%)** |
| 1. Total lectures and exercises | 45 | 1,2,3,4,5,6,8,9,10,11,12 | 20% |
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| 1. Personal studies and task | 105 |  |  |
| 1. Total lectures and studies | 150 |  |  |
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| **Resources and means of concretization:** | **Mjetet** | | | **Number** |
| 1. Class (e.g) | | | 1 |
| 1. Projector | | | 1 |
| 1. Moodle | | | 1 |
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| **Activities:** | **Activity type:** | | **Hours weekly** | **Total:** |
| 1. Lectures and exercises | | 3 | 45 |
| 1. Task 2. Teaching unbound | | 2 | 30  50 |
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| Interactive learning with frontal, group, individual, group and individual exercises, exercises and seminars  group, individual, exemination exercises | |  |  |
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| **Literature / References:** | 1. Andrew Boyd. “BROADCAST JOURNALISM. Techniques of Radio and Televizion News.”Fifth edition. Focal Press. 2001. 2. Shaban Arifaj. “Gjuha, zëri dhe figura në Radiotelevizion” –Prishtinë, 2016. 3. Artan Fuga, Lexime në komunikim. Ora, Tiranë, 2005. 4. Everton N. Përgatitja e lajmit televiziv. London: Reuters Foundation; 1999. | | | |
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