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**BSc Media and Communication**

 **Syllabus**

|  |  |
| --- | --- |
| **Subject** | Television Communication |
| Lloji  | Semestri | ECTS | Kodi |
| Mandatory (O) | 3 | 5 | 90TCO204 |
| **Lecturer** | MA Orhan Kerkezi MA Arsim Lani |
| **Assitant** |  |
| **Tutor** |  |
| **Goals and Objectives** | • The objectives of the subject Television Communication – are:- To get acquainted with the genesis and development of TV Communication, including the relationship with the technology throughout the history of television; - To get acquainted with the process of collection and production of news, as well as the techniques used during this process; - To get acquainted with the values of TV news, responsible and professional journalism; - To get acquainted with unique language of TV in comparison to other media; - To equip students with necessary skills to prepare news stories, chronicles, feature stories and TV interviews; |
| **Expected results** | * From this subject, students:
	+ Will learn and understand TV journalism and its uniqueness in comparison to other media;
	+ Will learn and get equipped with necessary skills to prepare news stories, chronicles, feature stories and TV interviews;

Will learn how to carry out research and understand TV program content; |
| **Content** | **Weekly plane** | **Week** |
| Presentation of the subject | 1 |
| Television History/ The Values ​​of Television Journalism | 2 |
| Writing style for television | 3 |
| Preparation of TV shows | 4 |
| Videos and images / Selection and use | 5 |
| Advertising on television Projekt (seminar) | 6 7 |
| Television products | 8 |
| Newsroom and production | 9 |
| Chronicles, reports and interviews | 10 |
| Written style for transmitting the newsE ardhmja e televizionit | 11 |
| The impact of television on the publicTV stereotypes  | 12 |
| Television stereotypes | 13 |
| Project (seminar) Final Exam | 14 15 |
|  |  |
|  |  |
| **Evaluation methods** | **Activity** | **Weight (%)** |
| 1. The attending of lectures
 | 20% |
| 1. Calssroom Engagenment
 | 20% |
|  |  |
|  |  |
| 1. The final exam
 | 60% |
|  | - |
|  |  |
|  |  |
| **Teaching methods** | **Evaluation activity** | **Number** | **Week** | **Weight (%)** |
| 1. Total lectures and excercises
 | 45 | 1,2,3,4,5,6,7,9,10,11,12 | 21 |
|  |  |  |  |
| 1. Self-studying
 | 105 |  | 79 |
| 1. Total self-studying lectures and excercses
 | 150 |  | 100 |
|
|
|  |  |  |  |
| **Sources and concreting equipments** | **Equipments** | **Number** |
| 1. Classroom (e.g)
 | 1 |
| 1. Projector
 | 1 |
| 1. Moodle
 | 1 |
|  |  |
|  |  |
|  |  |
| **Loads and activities** | **Type of activity** | **Weekly hours** | **Total load** |
| 1. Lectures
 | 2 | 30 |
| 1. Tasks
2. Indipendent teaching
3. The exams
 | 1 | 1580 |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
| **Literature/References** | 1. Joana Kosho. “GAZETARIA TELEVIZIVE”. Qendra e hapësirës. Tiranë 2010.2. Gerhard Schult – Axel Buchholz. “GAZETARIA TELEVIZIVE”. Instituti Shqiptar i Medias. Tiranë 2002.3. Andrew Boyd. “BROADCAST JOURNALISM. Techniques of Radio and Televizion News.” Fifth edition. Focal Press. 2001. http://www.gazetaria.0fees.net/pdf/trans-gaz1.pdf (pdf)4. Sandra L. Borden. “JOURNALISM AS PRACTISE”. ASHGATE Publishing. 2007. (pdf)5. Angela Phillips. “GOOD ËRITING FOR JOURNALISTS”. Sage Publications. 2007. (pdf)6. E-library: http://search.ebscohost.com/login.aspx7. Bione http://www.bioone.org8. IMF e-Library http://elibrary-data.imf.org/9. Cambridge Journals http://journals.cambridge.org/action/login10. Jstor Library <http://www.jstor.org/>11. BO BERGSTROM “Bazat e KomunikimitPammor” |
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