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**BSc Media and Communication**

**Syllabus**

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| **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 news  E ardhmja e televizionit | | | 11 |
| The impact of television on the public  TV stereotypes | | | 12 |
| Television stereotypes | | | 13 |
| Project (seminar)  Final Exam | | | 14  15 |
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| **Evaluation methods** | **Activity** | | | **Weight (%)** |
| 1. The attending of lectures | | | 20% |
| 1. Calssroom Engagenment | | | 20% |
|  | | |  |
|  | | |  |
| 1. The final exam | | | 60% |
|  | | | - |
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| **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 |
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| **Sources and concreting equipments** | **Equipments** | | | **Number** |
| 1. Classroom (e.g) | | | 1 |
| 1. Projector | | | 1 |
| 1. Moodle | | | 1 |
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|  | | |  |
| **Loads and activities** | **Type of activity** | | **Weekly hours** | **Total load** |
| 1. Lectures | | 2 | 30 |
| 1. Tasks 2. Indipendent teaching 3. The exams | | 1 | 15  80 |
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| **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.aspx  7. Bione http://www.bioone.org  8. IMF e-Library http://elibrary-data.imf.org/  9. Cambridge Journals http://journals.cambridge.org/action/login  10. Jstor Library <http://www.jstor.org/>  11. BO BERGSTROM “Bazat e KomunikimitPammor” | | | |
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