

BSc Media and Communication

Syllabus

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| **Subject** | **Writing Skills 2** | | | |
| Type | Semester | ECTS | Code |
| OBLIGATORY (O) | 2 | 5 | 90WS2152 |
| **Lecturer** | MSc. Safet Zejnullahu | | | |
| **Teaching Assistant** |  | | | |
| **Tutor** |  | | | |
| **Goals and Objectives** | Extending the knowledge regarding writing special forms of journalism, including research journalism and special sections. Specifics of writing for internet media, then texts of analytical and publicist journalism. Writing for radio and television broadcast. Special focus is placed on topics related to reporting and report media-public. | | | |
| **Expected results** | Students will learn specifics of working in the research’ journalism, in the civic journalism, and their role into the media of internet’s era. They will learn to write for media of internet, writing texts for analytical journalism (Analysis, Comments, Editorial, Column, Interview, Survey etc.). Moreover, they will learn to write texts for publicist journalism (Reportage, Sketch, Feuilleton, etc.). Students will also learn regarding specific reporting topics, like black chronicle and other areas, like ethical topics, ways how an editorial function but not only. | | | |
| **Content** | **Weekly plan** | | | **Week** |
| Introduction | | | 1 |
| Journalism of special section | | | 2 |
| Citizen Journalism / Media Convergence | | | 3 |
| How to handle an event | | | 4 |
| Analytical journalism texts – specific elements | | | 5 |
| Publicist journalism texts – writing types and specifics | | | 6 |
| Writing in order to transmit in radio | | | 7 |
| Intermediate test /Project | | | 8 |
| Specifics of Television journalism | | | 9 |
| Reporting topics | | | 10 |
| Writing and reporting black chronicle news | | | 11 |
| Reporting Ethics | | | 12 |
| Editorial Structure and its’ function | | | 13 |
| Ratio media – public | | | 14 |
| Final exam | | | 15 |
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| **Teaching methods** | **Activities** | | | **Amount (%)** |
| 1. Lecture | | | 60% |
| 1. Practice | | | 20% |
| 1. Projects | | | 20% |
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| **Evaluation methods** | **Evaluation activities** | **Number** | **Week** | **Amount (%)** |
| 1. Participation |  |  | 15% |
| 1. Practices |  |  | 25% |
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| 1. Final Exam |  |  | 60 % |
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| **Sources and concretization methods** | **Methods** | | | **Number** |
| 1. Class | | | 1 |
|  | | | 1 |
| 1. Moodle | | |  |
|  | | |  |
| 1. Projector | | | 1 |
|  | | |  |
| **Activities** | **Type of Activity** | | **Weekly hours** | **Total** |
| 1. Lectures and Practices | | 3 | 45 |
| 1. Other teaching methods | | 3 | 45 |
| 1. Self-studies | |  | 35 |
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| **Literature/References** | **Base Literature:**   * Safet Zejnullahu: “Shkathtësitë e shkrimit”, UBT, 2019 * Stephan Russ-Mohl: “Gazetaria”, k&b, Tiranë, 2010 * Bill Kovach, Tom Rosenstiel: “Elementët e gazetarisë”, Tiranë 2009   **Additional Literature*:***   * Hugho de Burgh: ’Gazetaria investiguese”, Qendra për ekselencë në gazetari, Tiranë, botimi i dytë, 2008 * Lawrence Marzouk: Udhëzues për Gazetari hulumtuese të bazuar në dokumente në Kosovë, BIRN, 2012 * Behar Zogiani: “Domosdoshmëria e komunikimit me publikun”, Prishtinë 2013 * Umberto Eko: “Si shkruaj”, Prishtinë 2003 * Edmund B. Lambeth: “Gazetaria me përkushtim: etikë për profesionin. Tiranë, 1998 * Melvin Mencher: “Raportimi dhe shkrimi i lajmeve”, Botimi 5, Onufri, 1996 * Joseph R. Dominick: “Dinamika e komunikimit masiv – Media në periudhën digjitale”, Tiranë 2010 * Grup autorësh - “Të shkruarit për mediume të shtypura”, MIM, Shkup, 2005 * Kodi i Mediave të Shkruara të Kosovës | | | |
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