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**BSc Media and Communication**

**Syllabus**

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| **Subject** | Written Media | | | |
| Type | Semester | ECTS | Code |
| OBLIGATORY (O) | 3 | 5 | 90MEL203 |
| **Subject lecturer** | Ferid Selimi | | | |
| **Assistant** | Ejup Gojnovci | | | |
| **Tutor** |  | | | |
| **Aims and objectives** | The subject Media Writing aims to provide students with in-depth knowledge concerning s in the broad scope of written media: the function, role, development, impact of social change etc. Besides that it teaches and encourages them to build informative texts, how to imbibe relevant resources, how to 'crack the springs. Apart from that, it prepares them to understand their personal role as sender in relation to the recipient of information, which is the public, as well as prepares them to carry out a communication with recipients fully efficient. Above all, it guides them to be aware of respecting professional ethics and fosters students to carry out a critical approach and thinking, important for democratizing society. | | | |
| **Expected Outcomes** | During the former semesters students have been introduced to the History of Journalism, genres of journalism, writing techniques, developments in print, broadcast, electronic, social media, the advancement of information technology and the like. This course, meanwhile, aims to prepare students for the more subtle ways of journalism related to reporting and writing news, the challenges they may face in the future, building public confidence, semantic expression in the media, with information theories, with preciseness as the basis for the ways of gathering and disseminating information, always aiming to reveal the truth, with the language which is used. This is achieved through two hours of lectures per week and an hour of exercises. | | | |
| **Content** | **Weekly plan** | | | **Week** |
| Subject description- Writting of printed media | | | 1 |
| Information theory - preciseness and impartiality of informing | | | 2 |
| Writing in a relevant way regarding the process of communication | | | 3 |
| Written media under the oppression of meeting the demands of information technology. Complexity of written news. | | | 4 |
| Direct communication between sender and sources | | | 5 |
| The art of written media – Written and online press | | | 6 |
| Seminaris  Analysis of Media Texts- Criteria of textual components in Media  Announcement of texts headings  News in relevance with te overturned pyramid- Overturned pyramid pro et contra  News elements  Verification and scrutiny of materials which are ready to be published  Media – similarities and distinctions in writting methods  Final Exam | | | 7  8  9  10  11  12  14  15 |
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| **Assessment Methods** | **Activities** | | | **Weight (%)** |
| 1. Attendance | | | 20% |
| 1. Interactivity, seminars, essays | | | 20% |
| 1. Final exam | | | 60% |
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| **Assessment Methods** | **Assessment activtities** | **Number** | **Week** | **Weight (%)** |
| 1. Total of lectures and exercises | 36 | 1,2,3,4,5,7,9,10,11,12, | 27 |
| 1. Other teaching methods | 48 |  | 28 |
| 1. Indipendent learning | 60 |  | 45 |
| 1. The total of lectures and indipendent learning | 144 |  | 100 |
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| **Resources and equipment** | **Equipment** | | | **Number** |
| 1. Classroom (e.g) | | | 1 |
| 1. Projector | | | 1 |
| 1. Moodle | | | 1 |
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| **Workload and weight** | **Types of Activities** | | **Hours per week** | **Total weight** |
| 1. Lectures | | 2 | 30 |
| 1. Exercises 2. Indipendent learning 3. Seminars 4. Exams | | 1  1 | 15  65  15 |
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| **Literature/References** | 1. Missouri Group (Brooks S.Brian; Kenedy, George; Moen R. Daryl; Ranly Don, Raportimi dhe shkrimi i lajmeve, botuar anglisht më 2005 në Boston e New York. Botuar në shqip nga Botimet IDK (Instituti i Dialogut & Komunikimit) në Tiranë dhe përkthyer nga Benet Koleka, Belina Shalari dhe Denada Kakeli). 2. Rugova, Bardh, Gjuha e gazetave, KOHA, 2009, Prishtinë 3. Reischer, Jürgen, Informationstheorie (Skript 2014), Universitat Regensburg, 2014 4. Musaj, Bardhyl, Si të shkruajmë ese, “Pegi”, Tiranë, 2004 5. Nishku, Majlinda, Procesi dhe shkrimet funksionale, QAD, Tiranë, 2004 6. Krasniqi, Milazim, Hyrje në gazetari, Rozafa, Prishtinë, 2008 7. Foniqi, Shaqir, Teori dhe praktikë gazetarie, Rugova Art, 2012, Prishtinë 8. Boriçi, Hamit. – Marku, Mark: Historia e shtypit shqiptar, U. F. O. University Press, 2007 9. Boriçi, Hamit: Fillet e gazetarisë shqiptare dhe periodizimi i historisë së saj, Media shqiptare 1 (1999) 10. Boriçi, Hamit: Gazetaria 2, Shtëpia Botuese e Librit Universitar, Tiranë, 2004 11. Zejnullahu, Safet, Shkrimi dhe komunikimi, UBT, Prishtinë, 2015 12. Bill Kovach, Tom Rosenstiel, Elementët e gazetarisë, ISHM, Tiranë, 2009 13. Francis Balle, Mediat dhe shoqëritë, botimi 15, përkthyer nga Tomi Nakuqi, Saverina Pasho, Mark Marku 14. The Narrative, Discourse and Terminology of the Western Balkans Online Media Reporting on the Russia-Ukraine War. (2023) Studies in Media and Communication 11(6):90. 15. DOI: 10.11114/smc.v11i6.6019.https://www.researchgate.net/publication/3714212 16. 23\_The\_Narrative\_Discourse\_and\_Terminology\_of\_the\_Western\_Balkans\_Online 17. \_Media\_Reporting\_on\_the\_Russia-Ukraine\_War. 18. Monitoring of the daily printed newspapers of the Western Balkans for the coverage of the events in the Russia-Ukraine war with special emphasis on their cover page. (2023) 19. Online Journal of Communication and Media Technologies.https://www.researchgate.net/publication/369661295\_Monitoring\_of\_the\_da ily\_printed\_newspapers\_of\_the\_Western\_Balkans\_for\_the\_coverage\_of\_the\_events\_in\_th e\_Russia-Ukraine\_war\_with\_special\_emphasis\_on\_their\_cover\_page 20. THE IMPACT OF FAKENEWS IN ONLINE MEDIA IN THE ALBANIAN LANGUAGE ON THE WESTERN BALKANS AND ITS THREAT TO CITIZENS' LIVES . (2023) The Seybold Report. DOI 10.17605/OSF.IO/X8DAH. https://www.researchgate.net/publication/369661283\_THE\_IM PACT\_OF\_FAKENEWS\_IN\_ONLINE\_MEDIA\_IN\_THE\_ALBANIAN\_LANGUAGE\_ON\_ THE\_WESTERN\_BALKANS\_AND\_ITS\_THREAT\_TO\_CITIZENS'\_LIVES 21. Challenges of Print Newspapers in Kosovo in the Period 1999 to 202 0. (2023) Studies in Media and Communication. DOI: 10.11114/smc.v11i1.5753. 22. [https://www.researchgate.net/publication/369765286\_Challenges\_of\_Print\_Newspapers\_in\_Kosovo\_in\_the\_Period\_1999\_to\_2020. 5](https://www.researchgate.net/publication/369765286_Challenges_of_Print_Newspapers_in_Kosovo_in_the_Period_1999_to_2020.%205). 23. Newspaper in Albanian Language in Kosovo under the Pressure of Technology and Internet Development. <https://www.researchgate.net/publication/363418560_Article_ID_IJJMCRD_01_01_001_Cite_this_Article_Ferid_Selimi_Naser_Rugova_and_Fatime_Lumi_Qehaja_Print_Newspaper_in_Albanian_Language_in_Kosovo_under_the_Pressure_of_Technology_and_Internet_Development> 24. Independence and credibility of the media - with special emphasis on the Kosovo media. https://knowledgecenter.ubt-uni.net/cgi/viewcontent.cgi?article=3401&context=conference 25. [Efficiency\_effectiveness\_and\_effect\_of\_convergency\_in\_Albanian\_media\_of\_Kosovo](https://www.researchgate.net/publication/346315103_Efficiency_effectiveness_and_effect_of_convergency_in_Albanian_media_of_Kosovo). (2020) <https://www.researchgate.net/publication/346315103_Efficiency_effectiveness_and_effect_of_convergency_in_Albanian_media_of_Kosovo>. | | | |
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