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**AUDIOVISUAL MEDIA - BSc**

**Sillabus**

|  |  |
| --- | --- |
| **Subject** | **Audiovisual Media** |
| **Type** | **Semester** | **ECTS** | **Code** |
| OBLIGATIVE (O) | 5 | 5 | 90AME304 |
| **Lecture** | Msc Orhan Kerkezi |
| **Assistant** |  |
| **Lecture** |  |
| **Aims and objectives** | The course includes lectures that refer to Audiovisual Media and aims to provide students with general knowledge and concrete examples that are dedicated to the relevant field.Also, the subject deals with the forms of making shows from the idea, the concept, the technical realization to the broadcast.Through these lectures, some of the ways of technological development that have made it possible to distribute informational and cultural products from the world of television, radio and social networks in general are discussed. |
| **Results of achievement** | This course aims for students;- Through the lectures, have a clear overview of Audiovisual Media- Understand and analyze cultural-visual and media values- To learn the forms of making shows from idea, concept, technical realization to broadcasting- To be able to analyze and compare the different elements of Audiovisual Media- To learn to prepare an essay and a seminar paper in the relevant field |
| **Course / Content** | **Weekly plan** | **Weeks** |
| Introduction | 1 |
| The Medium and the Message | 2 |
| Hot and cold media | 3 |
| Television | 4 |
| Radio | 5 |
| Social networks and other means of communication | 6 |
| Check task (1) | 7 |
| Preproduction | 8 |
| Production | 9 |
| Postproduction | 10 |
| Marketing | 11 |
| Image power and visual culture | 12 |
| Communication structures and its effects | 13 |
| Check task (2) | 14 |
| Final submission | 15 |
| **Teaching/Learning Methods** |  | **Perc.. (%)** |
| The methodology of this subject is based on several elements such as; lectures, preparation of papers (essays and seminars), control tasks and final exam. The lecture material is in the form of scripts, examples, where you will find the latter from the students to the lecturer.- Lecture hours will take place in the form of discussions with students on the planned topics.- Part of the seminar works and essays will be done by defining the topic in advance by the lecturer and the student, and then the students will start the preparations and research of the topic in question.- The final exam takes place through the preparation of two papers (essay and seminar paper within one semester) by the students. |  40 % 60 % |
| **Assessment Methods** | **Evaluationactivity** | **Number** | **Week** | **Perc.. (%)** |
| 1. Participation in lectures (lectures are mandatory, condition: max. three reasonable absences)
 | -- | 1-14 | 10% |
| 1. Control tasks and engagement in discussions during lectures

  | -- |  1-14 |  40 % |
| 1. Presentation, analysis and the final paaper
 | -- | 1-15 | 50% |
| **Sources and tools of concretization** | **Equipment** | **Number** |
| 1. Pencil and notebook
 | - |
| 1. Computer or LP
 | - |
| 1. Relevant literature and the internet
 | - |
|  |  |
|  | - |
| **Loads and activities** | **Activitytype** | **Weeklyhours** | **Total** |
| 1. Lectures, discussion
 | 2 | 30 |
| 1. Exercises, designing
 | 1 | 15 |
| 1. The student’s self work
 |  | 65 |
| 1. The contact with students
 | 1 | 15 |
| 1. Presentation/ final exam
 |  |  |
| **Literature/References** | **Basic literature:**McLuhan, Marshall “Instrumentet e komunikimit - Media si një zgjatim i njeriut” Botimet: Instituti i Dialogut & Komunikimit, TiranëBo Bergstrom, “Bazat e komunikimit pamor” UET/PRES, Tiranë, 2012Bourdieu, Pierre, “Mbi televizionin” Shtëpia botuese: Pika pa sipërfaqe, Tiranë, 2015 **Additional literature:**Freedberg, David, “Fuqia e imazheve” Shtëpia botuese: DITURIA, Tiranë, 2013 Shushniq, Gjura “Peshkatarët e shpirtrave njerëzorë” Ideja e manipulimit dhe manipulimi i ideve, Logos A, Shkup 2017  |
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