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BSc Media and Communication

Syllabus

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| **Subject** | **WRITING SKILLS 1** | | | |
| Type | Semester | ECTS | Kodi |
| Mandatory (M) | 1 | 5 | 90WS1101 |
| **Lecturer** | Safet Zejnullahu, Cand. PHD | | | |
| **Teaching Assistant** |  | | | |
| **Tutor** |  | | | |
| **Purpose and Objectives** | Allows students to learn basic and advanced writing, a must for everyone to perform daily work tasks. Student will learn to write news and all other forms of advanced writing. Moreover, the student will learn the best attributes of writing a text based on the media that is being dedicated to. He/she will learn to perform individual and group research, together with the advantages and disadvantages of the researching journalism. | | | |
| **Expected results** | The main purpose is to prepare the student to achieve a desired and acceptable level of writing. Researching for the elements, of modern writing, forms of various texts starting from news up to the advanced forms of writing.  At the end of the module, students will have enough knowledge in terms of writing skills, including all specifics and elements that make him/her capable of working in media and communication with the public. Within this module, they will also get used with all writing forms which are being requested by various world medias in specific manners. | | | |
| **Content** | **Weekly plan** | | | **Week** |
| Introduction | | | 1 |
| The specifics of informative journalism | | | 2 |
| News – the craft of writing: from headline to background | | | 3 |
| Subtypes - short forms of news | | | 4 |
| Detail and context in reporting - Report | | | 5 |
| Chronicle - content issues and specifics content | | | 6 |
| To report on a specific area | | | 7 |
| Intermediate test /Project  Journalism of the internet age  Basic principles while writing for media of the internet | | | 8  9  10 |
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| Facts and text. Research and research | | | 11 |
| Citimet dhe burimi  Notions of journalism | | | 12  13 |
| Notions of journalism  Final exam | | | 14  15 |
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| **Evaluation methods** | **Activity** | | | **Percentage(%)** |
| 1. Lectures | | | 60% |
| 1. Exercises | | | 20% |
| 1. Projects | | | 20% |
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| **Teaching methods** | **Evaluation activity** | **Number** | **Week** | **Percentage(%)** |
| 1. Participation |  |  | 15% |
| 1. Exercises and individual project |  |  | 25% |
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| 1. Final exam |  |  | 60 % |
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| **Sources and tools of realization** | **Tools** | | | **Number** |
| 1. Class with projectors | | | 1 |
| 1. Projector | | | 1 |
| 1. Moodle | | | 1 |
| 1. Voice enhancers / headsets for every PC | | |  |
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| **Load and activities** | **Type of activity** | | **Weekly hours** | **Total load** |
| 1. Lectures and exercises | | 3 | 45 |
| 1. Other teaching methods | | 3 | 45 |
| 1. Self-studies | |  | 20 |
|  | |  |  |
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| 1. Exam | | 1 | 15 |
| **Literature / References** | **Basic book:**   1. **Safet Zejnullahu: “Shkathtësitë e shkrimit”, UBT, 2019**   **Other books:**   1. Safet Zejnullahu: “Nocione të gazetarisë”, UBT, 2022 2. *Safet Zejnullahu: “Shkrimi dhe komunikimi”, UBT, Prishtinë 2014* 3. *Umberto Eko: “Si shkruaj”, Prishtinë 2003* 4. *Bill Kovach, Tom Rosenstiel: “Elementët e gazetarisë”, Tiranë 2009* 5. *Dr. Vehbi Miftari: Teknikat themelore të shkrimit, Prishtinë, 2009* 6. *Philip Meyer: “Gazetaria e saktë”, Tiranë 2006 (*[*http://www.gazetaria.0fees.net/pdf/Gazetaria-sakte.pdf*](http://www.gazetaria.0fees.net/pdf/Gazetaria-sakte.pdf)*)* 7. *“Shqipja standarde”, Tiranë 2004* 8. *Majlinda Nishku: Si të shkruajmë - Procesi dhe shkrimet funksionale, Tiranë, 2004* 9. *Behar Zogiani: “Domosdoshmëria e komunikimit me publikun”, Prishtinë 2013* 10. *Joseph R. Dominick: “Dinamika e komunikimit masiv – Media në periudhën digjitale”, Tiranë 2010* 11. *Safet Zejnullahu: “LAJMI në kohë lufte e krize”, UBT, 2017* | | | |
| **Contact** | [safet.zejnullahu@ubt-uni.net](mailto:safet.zejnullahu@ubt-uni.net) | | | |