

MASTER

DEPARTMENT: JOURNALISM

LEVEL: MA STUDIES

SYLLABUS: NEW MEDIA THEORIES

Course information	
Academic unit:	Faculty of Philology, Department of Journalism
Course name:	New Media Theories
Level:	MA
Course status:	Mandatory
Study year	First year, 7 semester, master level
Number of hours per week:	2 + 2
ECTS credit:	7
Time/ place:	Thursdays from 4-5:30 pm, room 51
Course lecturer:	Prof. ass. Remzie Shahini-Hoxhaj, PhD
Contact info:	remzie.shahinihoxhaj@uni-pr.edu
Course description:	<p>This Master's level course is an introduction to the theory of New Media. New media are becoming an integral part of our daily life. Due to the rapid technological development, the processes involved in this type of media have merged and their classification is difficult. Therefore, the theories on these spheres are very controversial and the debate about them was presented in the first part of the 20th century.</p> <p>In the first part, the lectures will focus on the definition of the notion of new media and its connection with their use. then with means of communication, the importance of this science in human existence. Their characteristics as well as different theories and their adaptation based on development. In the second part, they will delve into the importance of recognizing the conviction of the masses through this type of communication and the debates about them. We will see their relationship with the public, then the impact on various social and political developments, difficulties and advantages.</p>
Course objective:	<p>The course is designed in such a way as to equip you with the theoretical and analytical part of new media. Through the combination of lectures and the practical part, you will get to know their development and dynamics through different time stages and learn about the methods of their definition in work and life.</p>

	This course aims to stimulate critical thinking in order to discuss various controversial topics in the world of new media in relation to their use in life.
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Expected learning outcomes:	Students should have basic knowledge level of new media theories from the historical perspective as well as applying them in practice.
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Student workload (must be consistent with student learning outcomes)

Activity	Learning hours	days/weeks	total
Lectures	2	15	30
Theory/practice			
Practical work	2	15	30
Preparation for intermediate test			0
Consultations with the teacher	10 min	15	2.5
Fieldwork			0
Test, research	9	2	18
Homework	2	15	30
Individual learning (in the library or at home)	2	15	30
Preparation for the final exam	6	3	18
Assessment time (test, quiz, final exam)	5	2	10
Project, presentations, etc	4	2	8
Total			176.5 orë

Teaching methods:	The lectures will be divided into the lecture part, short reports and interactive parts of different examples. Students will be invited to research under the supervision of the professor.
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Evaluation methods:	40 % Prezantime individuale 20 % Pjesëmarrja aktive në klasë 40 % Punim seminarik
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Primary literature:	<ol style="list-style-type: none"> 1. Abel, Jürgen (2000): Cyber Sl@ng. Die Sprache des Internet von A bis Z :-)). Nördlingen: Beckische Reihe. 2. Adamek, Sascha (2011): Die Facebook-Falle. Wie das soziale Netzwerk unser Leben verkauft. München: Wilhelm Heyne Verlag. 3. Ebersbach, Anja/ Glaser, Markus/ Heigl, Richard (2011): Social Web. 2., völlig überarbeitete Auflage. Konstanz: UVK Verlagsgesellschaft.
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4. Fuller, M. (2005). *Media ecologies: Materialist energies in art and techno culture*. MIT Press.

Huber, Melanie (2013): *Kommunikation und Social Media*. 3., überarb. Auflage. Konstanz-München: UVK Verlagsgesellschaft.

5. Hüffel, Clemens & Reiter, Anton (Hrsg)(2008): *Handbuch der Neue Medien*. Perg: CDA Verlags- und HandelsgesmbH

6. Gillespie, T. (2018). *Custodians of the Internet: Platforms, content moderation, and the hidden decisions that shape social media*. Yale University Press.

6. Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. NYU Press.

7. Michelis, Daniel/ Schildhauer, Thomas (Hrsg.)(2012): *Social Media Handbuch. Theorien, Methoden, Modelle und Praxis*. 2.akt. Auflage. Baden-Baden: Nomos Verlagsgesellschaft.

8. Reischl, Gerald (2001): *Gefährliche Netze*. Wien: Überreuter.

9. Rusch, Gerhard/ Schanze, Helmut/ Schwering, Gregor (2007): *Theorien der Neuen Medien. Kino, Radio, Fernsehen, Computer*. Paderborn: Wilhelm Fink GmbH & Co. Verlags-KG

10. Weinberg, Tamar (2012): *Social Media Marketing. Strategien für Twitter, Facebook & Co*. Köln: O'Reilly Verlag.

Secondary literature:

Fetoshi, A. & Shahini-Hoxhaj, R. (2023). The Impact of the Media in Election Campaign During the COVID-19 Pandemic: The Case of Kosovo. *Central European Journal of Communication*. Vol.16, 1/33. p. 59-78
<https://journals.ptks.pl/cejc/article/view/507/pdf>

Shahini-Hoxhaj, R. (2018). Facebook and political polarization: An analysis of the social media impact on the Kosovo-Serbia dialogue. *Journal of Media Research-Revista de Studii Media*. Vol.11, 32. p. 71-93
<https://www.mrjournal.ro/docs/R2/32jmr6T.pdf>

Zamora-Medina, R., Shahini-Hoxhaj, R., Gërguri, D. (2025). Building Political Identity through Visual Affective Polarisation on Instagram: A Comparison of Six European Far-Right Parties. *KOME*. Volume 13/1
<https://folyoirat.ludovika.hu/index.php/kome/article/view/7789>

Designing the lesson plan

Java	Title of the lecture
Java 1:	Description of the subject
Java 2:	Defining the concept of new media
Java 3:	Social networks

Java 4:	Their historical development
Java 5:	Theories of new media
Java 6:	Linguistic perspective
Java 7:	Perspective of natural sciences
Java 8:	Social science perspective
Java 9:	Digital networks and online information
Java 10:	Debates on new media
Java 11:	Online campaigning
Java 12:	Online policy
Java 13:	Hybrid warfare
Java 14:	Online economy
Java 15:	Online PR

Academic policies and code of conduct:

Copying and plagiarism: There is no copying/plagiarism in this course! Those who attempt this will be reported to the governing bodies of the University of Pristina.

Course title : THEORY AND PRACTICE OF PUBLIC RELATIONS

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	Theory and Practice of Public Relations
Level:	Master
Case status:	0
Year of studies:	2024-2025
Number of hours per week:	2+2
ECTS credits:	7
Time / Place:	
Teacher:	Assoc. Prof. Dr. Arben Fetoshi
Contact details:	arben.fetoshi@uni-pr.edu
Course description:	<p>Public Relations is a dynamic field, the importance of which is growing more and more in Kosovo, both in the public and private sectors. People qualified for public relations management are increasingly sought after by organizations. Given the transformative impacts caused by the digital revolution, any work related to the public image of an organization, the development of media strategies or the management of certain issues in an enterprise, public institutions or political parties, today necessarily requires communication skills and specific knowledge related to Public Relations. Therefore, the course “Theory and Practice of Public Relations” offers Journalism students an important background with theories and concepts that they can apply in their work within organizations.</p>

Course objectives:	The course "Theory and Practice of Public Relations" aims to prepare Journalism students with the necessary knowledge on the importance of communication for organizations, by acquiring innovative concepts and trends in the context of public relations practice. This course includes a wide range of theories and practices, offering the most advanced professional training. By knowing the basic theories and principles of practice, students will be able to understand the political, economic, social and technological context of marketing and public relations in various organizations.
Expected learning outcomes:	At the end of this course, students will be able to:
	<ul style="list-style-type: none"> - Define the field of public relations and explain its importance and functioning within an organization; - Define components such as internal communication, managerial issues, media relations, crisis management, etc.;
	<ul style="list-style-type: none"> - Formulate communication plans and strategies that address the organization's various needs and issues;
	<ul style="list-style-type: none"> - To be determined for career orientation within the opportunities offered by the field of Public Relations.

Student workload (must be consistent with the student's learning outcomes)

ACTIVITY	Teaching hours	Day/Week	in total
Lectures	2 15		30
Theory/Laboratory work/Exercises	2 15		30
Internship / Project	1 5		5
Preparation for intermediate test	2 1		2
Consultations with the teacher	40 minutes	15	10
Field work			
Test, seminar paper	20	2	40
Homework	2 15		30
Individual tuition (in the library or at home)	2 15		30
Preparation for the final exam	5 1		5

Assessment time (test, final exam)	1 2	2
Total		184
Teaching methods:	The course development method will be combined, with lectures, interactive class discussions and assignments that students must complete (development of a campaign, strategy, seminar papers, etc.)	
Evaluation methods:	<p>Student evaluation will be based on the following formula:</p> <ol style="list-style-type: none"> 1. Active participation 15% 2. Exercises (homework) 15% 3. Research project / campaign 30% 4. Final exam 40% <p>TOTAL: 100%</p> <ul style="list-style-type: none"> • Participation in class does not only mean attendance, students will be evaluated based on the quality of comments, attention, attitude, and behavior in class. • Within the framework of the exercises, students are required to complete tasks individually or in groups. 	
Primary literature:	<ol style="list-style-type: none"> 1. Alban Tartari, Public Relations, Toena, Tirana, 2017 2. Jane Johnston, Mark Sheehan, Public Relations – Theory and Practice, Routledge, 2014, ISBN 9781743314036 4 3. Joe Marconi, Public Relations, UET Tirana 	
Additional literature:	<ol style="list-style-type: none"> 1. Agim Neza, Public Relations, Media Institute, Tirana, 2004 2. Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth L.Toth, Public Relations. The Profession and the practice Mc. Graw Hill (3d ed.) 2009. Mc Graw Hill. 3. Fraser P. Seitel, The Practice of Public Relations, Pearson Education 2004 4. HanselN Horn, Dostal Neff, Public Relations From Theory to Practice, Pearson Education 2008 	

Curriculum development	
WEEK	Lecture title
Week 1:	<ul style="list-style-type: none"> • Introduction to Public Relations (Course Presentation)

Week 2:	<ul style="list-style-type: none"> Public Relations (A Historical Overview)
Week 3:	<ul style="list-style-type: none"> The Importance of Public Relations (reputation, branding, differentiation and connection with the target audience)
Week 4:	<ul style="list-style-type: none"> Public Relations Theories (relationships between communication theories and effective management)
Week 5:	<ul style="list-style-type: none"> Public Relations Models (Press Agency, Public Information, Two-way Asymmetric Communication and Two-way Symmetric Communication)
Week 6:	<ul style="list-style-type: none"> Public Relations: Ethics and Legal Framework
Week 7:	<ul style="list-style-type: none"> Public Relations Research (Audiences and Types of Research)
Week 8:	<ul style="list-style-type: none"> The role of communication in Public Relations (media and information management)
Week 9:	<ul style="list-style-type: none"> Public Relations in the Age of Social Media
Week 10:	<ul style="list-style-type: none"> Public Relations Practice (strategy and tactics)
Week 11:	<ul style="list-style-type: none"> Public Relations as a profession (guest speaker from the PR of a company or political party)
Week 12:	<ul style="list-style-type: none"> Measuring Public Relations effectiveness (the role of research)
Week 13:	<ul style="list-style-type: none"> Public Relations in Organizations (communication with consumers, campaigns)
Week 14:	<ul style="list-style-type: none"> Public Relations at the international level (international institutions, multinational corporations)
Week 15:	<ul style="list-style-type: none"> Summary discussion and evaluation

Academic policies and code of conduct

Laptops and tablet computers are permitted to be used quietly for note-taking; other activities, such as checking personal email or browsing the Internet, are prohibited. Cell phones/smartphones and other electronic devices (e.g., iPods) must be turned off (or set to vibrate) and not displayed during class. All are expected to be polite and respectful of others during discussions, and to refrain from using foul language. Students are required to attend lectures and exercises. The assignments resulting from these classes are mandatory and are part of the student's overall assessment.

BRANCH: JOURNALISM

STUDY PROGRAM: JOURNALISM AND PUBLIC RELATIONS

SUBJECT SYLLABI :

1. TITLE The Subject : RESEARCH OF JOURNALISM

INFORMATION BaSiC ABOUT SUBJECT

Unit academic :	Faculty The PHILOLOGICAL
TITLE The subject :	Research of journalism
Level :	MA
StatUS The subject :	O
Year of studies :	Year I, Semester II
Number of hours per week:	2 +2
credits :	7
Time / Place:	
Teacher :	Prof.Asst.Dr. Faton Ismajli
of RECORDS contact :	Email : faton.ismajli@uni-pr.edu
Course description :	Expected results THE learning (meaning knowledge , skills AND skills what do you want wins student after graduation THE successful THE this course . For TO SHOW THESE THE ACHIEVED uSED verb (such as : knows, recognizes , describes , compares , projects , designs , develops , etc.)
Course objectives :	

Expected results THE learning :	<p>After completion THE this the course (subject) the student will take BE IN ABLE that :</p> <ol style="list-style-type: none"> 1. carry out research THE independent IN the field of journalism OF THE the press , supporting IN advanced theories THE sTUDY THE THIS field 2. apply AND performing research methods sociological (surveys , documentation study , interviews) in press journalism 3. give CONSULTING professional MEDIA THE Press ABOUT advertising problems 4. distinguishes CLEAR magazine journalism BY that of newspapers daily
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Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	hour Teaching	Days / Weeks	in total
Lectures	2 (90 mins)	15	22.5

Theory / Laboratory work /Exercises	1 (45 minutes) 15	11.7
working practice		
Preparation for intermediate test	15 1	15
Consultations with the teacher	10 minutes 15	2.5
Work in FIELD		
Test, seminar paper	8 2	16
Homework	2 15	30
sparring individual (in library or at home)	3 15	45
Preparation for the final exam	5 1	5
Assessment time (test , quiz , final exam)	5 2	10
Projects , presentations, etc.	1 2	2
Total		162.5 hours

Teaching methods :	Lectures, seminars , discussions , work individual INVESTIGATIVE
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Evaluation methods :	<p>Evaluation methods : In ASSESSMENT MUST THE ASSIGNED participation rate OF THE each ASSESSMENT partial OR intermediary IN ASSESSMENT definitive . A BY the assessment methods will grew HOW IN continuation :</p> <p>First assessment: First research 15 % Second assessment: second research 15% Third assessment: Third research 15% Regular attendance 5% Final exam 50% Total 100%</p>
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LITERATURE primary :	<p>Briggs , A., Koblli P. INTRODUCTION TO MEDIA STUDIES James Curran, The Sociology of the Press , translation IN Albanian BY the teacher Brian Braithwaite , Magazines Roger Sejbin , Stripi : Eurostripi : “ The Ninth Art ” , or literature for THE the maladapted David Saunders , Book : Book Publishing as an Industry Jan Makruri : Advertajzingu (Advertajzingu AND new siege media) Andrew Higson , National Identity and MEDIA Jerry Palmer, News Production (Information Values) Patricia Holland , Photography journalistic (" Presentation") DIRECT eye ”, Photography AND THE PRESS Joanna Lejsi , Identification of characteristics classroom IN TEXTS media Brian Makner , New Technologies and MEDIA Milazim Krasniqi , Introduction IN Journalist , Rozafa , Pristina , 2008 Arparsllan Açıkgenç , Thought sCIENTIFIC AND his burdens , Logos A, Skopje ,</p>
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	Skopje , Pristina , Tirana , 2006 Ibrahim Berisha, "Media- communications agencies " , PEN-AAB, Prishtina , 2006 Anthony Giddens , Sociology , Foundation Soros&Çabej , Tirana , 1997 Stephen Malovic , Novine , Sveucilisna knjizara , Zagreb, 2003 Malovic , Stjepan , Novine , Sveucilisna knjizara , Zagreb, 2003
LITERATURE additional :	Additional literature : in AVAILABLE THE students

Design The PLAN TEACHING	
WEEK	Lecture title
Week 1:	SOCIOLOGY OF THE PRESS Literature : James Curran
Week 2:	SOCIOLOGY OF THE PRESS Literature : James Curran First research
Week 3:	MAGAZINES Literature : Brian Braithwaite , pp . 157-185
Week 4:	MAGAZINES Literature: Brian Braithwaite , pp . 157-185 research Second : The problem of magazines
Week 5:	THE STRIP AND ITS RESEARCH LITERATURE Roger Sejbin , Strip : Eurostrip : “The Ninth Art ”, or Literature ABOUT THE the maladapted , pp . 24-39
Week 6:	BOOK INDUSTRY LITERATURE David Saunders , Book : Book Publishing as an Industry , pp . 39-64 First assessment intermediate
Week 7:	ADVERTISING AND PRINT MEDIA LITERATURE Jan Makruri: Advertajzingu (Advertajzingu AND ROUND-UP The NEW media)
Week 8:	RESEARCH ON NEWSPAPER PRODUCTION Literature: Jerry Palmer, News Production (Informational Values)
Week 9:	NEW TECHNOLOGIES AND PRINT JOURNALISM Literature Brajan Makner , New Technologies and MEDIA
Week 10:	PRINT MEDIA AND NATIONAL IDENTITY Literature Andrew Higson , Identity NATIONAL AND MEDIA
Week 11:	PHOTOJOURNALISM IN THE PRINTED MEDIA Literature Patricia Holland, Photography journalistic (" Presentation") DIRECT eye ”, Photography AND press)
Week 12:	Signs GRAPHIC of organization of unselect text
Week 13:	Third research
Week 14:	Test II
Week 15:	Briefing

Academic policies and code of conduct

Academic policies and rules of conduct: Standard

MASTER
 DEPARTMENT OF JOURNALISM
 STUDY PROGRAM: JOURNALISM AND PUBLIC RELATIONS
 SYLLABUS :

1. Course title: DISCOURSE ANALYSIS

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	DISCOURSE ANALYSIS
Level:	MA
Case status:	E
Year of studies:	Year 1, Semester 1
Number of hours per week:	2 +2
ECTS credits:	4
Time / Place:	
Teacher:	Teacher: Prof. Dr. Bajram Kosumi Assistant: Blerta Blakaj PhDand .
Contact details:	bajram.kosumi@uni-pr.edu blerta.blakaj@uni-pr.edu
Course description:	Discourse analysis is a course where students will learn how to deconstruct ideology constructed in a text by analyzing the linguistic structures that embody this ideology. They will read to highlight the dominant positions of social groups or ideologies within the text.
Course objectives:	The aim of this course is to introduce students to the fundamental concepts of the relationship between language and ideology, mainly related to studies in the field of critical stylistics and critical discourse analysis (CDA). They will understand that through language one gains the power to present anything in a certain way, the power to influence knowledge, beliefs, values, relationships, and social identities.
Expected learning outcomes:	After completing this course, the student should be able to: <ol style="list-style-type: none"> 1. To acquire the main approaches and terms of critical stylistics and critical discourse analysis (CDA), which are related to the relationship between language and ideology; 2. Understand the use of language for the purpose of encouraging and promoting certain ideas and actions; 3. To be able to identify and analyze ideologies embedded in linguistic products, with a focus on

media discourse;
Be able to analyze the mental processes, beliefs and attitudes of speakers and listeners during the construction of meanings

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Class hoursDay/Week	in total
Lectures	2 15	30
Theory/Laboratory work/Exercises	2 15	30
Practical work		
Preparation for intermediate test	5 2	10
Consultations with the teacher	10 minutes 6	1
Field work		
Test, seminar paper	2 2	4
Homework	1 3	3
Individual tuition (in the library or at home)	1 15	15
Preparation for the final exam	5 1	5
Assessment time (test, quiz , final exam)	5 2	10
Projects, presentations, etc.	1 2	2
Total		104 hours

Teaching methods: Students are required to read the relevant materials before class. Teaching and learning will not be seen as strictly separate, but will be constantly interconnected, as a mutual giving and receiving, which provides opportunities for each student to participate in this process and make a personal contribution to the continuous production of knowledge.

Evaluation methods:
10% Participation
10% Engagements and interactivity
30% Seminar (seminar submitted before the exam)
50% Final exam

Primary literature:

1. Norman Fairclough , “ Analysing Discourse / Textual analysis for social research ”, Routledge , 2007.
2. Teun A. Van Dijk , News as discourse , Lawrencw Erlbaum Associates , Inc. , 1988.

Additional literature:

1. " Language as Social Semiotic ", MAK Halliday , Arnold , 1979.
2. “ Language and Control ”, R. Fowler , B. Hodge , G. Kress , T. Trew , Routledge , 1979.

Curriculum development	
WEEK	Lecture title
Week 1:	Introduction to the subject and literature
Week 2:	<i>Discussion of key terms of discourse analysis</i> Paul Baker and Sibonile Ellece, <i>Key Terms in Discourse Analysis</i> , Continuum International Publishing Group, 2011. Pages 1-17.
Week 3:	<i>Discussion of key terms of discourse analysis</i> Paul Baker and Sibonile Ellece, <i>Key Terms in Discourse Analysis</i> , Continuum International Publishing Group, 2011. Pp . 17-62.
Week 4:	<i>Discussion of key terms of discourse analysis</i> Paul Baker and Sibonile Ellece, <i>Key Terms in Discourse Analysis</i> , Continuum International Publishing Group, 2011. Pp . 62-159.
Week 5:	<i>Summary of the history of linguistics</i> Literature: R. Fowler: 2003, Chapter 3: Language and representation . Fairclough : 1995, Chapter 2: Approaches to Media Discourse .
Week 6:	Language and ideology Norman Fairclough , <i>Critical discourse analysis : the critical study of Language</i> (1995), chapter " Language , ideology and power .
Week 7:	Language, ideology and power Norman Fairclough , <i>Critical discourse analysis : the critical study of Language</i> (1995), chapter " Language , ideology and power .
Week 8:	<i>The social construct of news</i> Literature: Fowler : 2003, Chapter 1: The importance of language in the news and Chapter 2: The social construction of news
Week 9:	<i>Media as a construction of identity and social relations</i> N. Fairclough : 1995, Chapter 7, Identity and social relations in media texts .
Week 10:	<i>Text analysis in social research</i> Fairclough :1995, Section C Textual analysis in social research
Week 11:	<i>Text and context</i> Literature: Fowler:2003, Chapter 8: Attitudes to power
Week 12:	<i>Discussion on previously given seminars</i>
Week 13:	<i>Editorial authority and impact on the audience</i> Fairclough:2003, Chapter 3: Communication in the Mass Media.
Week 14:	<i>Intertextuality in media discourse</i> Fairclough:1995, Chapter 5: Intertextuality and the news .
Week 15:	<i>Test preparation</i>

Academic policies and code of conduct

Students should not enter class if they are late or if they plan to leave class early.
During discussions, students should respect each other, not interfere with each other's words, tolerate different opinions, not be prejudiced or offensive, and not use the class as a platform for personal promotion, thus hindering the learning process of the entire class.

MASTER

BRANCH: JOURNALISM

STUDY PROGRAM: MA

SUBJECT SYLLABI :

1. Course title: PUBLICATIONS AND ESSAY

INFORMATION BaSiC ABOUT SUBJECT	
Unit academic :	Faculty The PHILOLOGICAL
TITLE The subject :	Publicity AND essay writing
Level :	Master
StatUS The subject :	E
Year of studies :	Master, Semester I
Number of hours per week:	2+0
credits :	4
Time / Place:	Faculty of Philology.42
Teacher :	Prof. Dr. Sali Bashota
of RECORDS contact :	sali.bashota@uni-pr.edu salibashota@yahoo.com
Description The subject :	OBJECT TEACHING treats craftsmanship problems OF THE writing , as and the forms and structures of journalism AND THE essays . Also , they are presented knowledge THE special AND THE general , as AND Available I knew conceptual ABOUT THESE two field .
Course objectives :	The student will win knowledge CoRe AND THE enough ABOUT the history of journalism ALBANIA AND THE essay writing ; Will TAKE Informatlon ABOUT publishers AND essayists MORE THE recognized Albanians ; Will design creatively views AND his / her treatments individual with character journalism AND essayistic .
Expected results THE learning :	Comparison of writings journalism AND essayistic IN Plain theoretical , practical , professional ; ability communicative with him/her all types of writing journalism AND essayistic ; Creating critical thinking for journalistic and essay writing; Publishing journalistic and essay writings in print media or presenting them in electronic media.

Student workload (must be consistent with the student's learning outcomes)			
ACTIVITY	hour Teaching	Days / Weeks	in total
Lectures	2 (90min)	15	22.5
Theory / Laboratory work /Exercises	1 (45 minutes)	15	11.7
working practice			
Preparation for intermediate test	15	1	15
Consultations with the teacher	10 minutes	15	2.5
Work in FIELD			
Test, seminar paper	8	2	16
Homework	2	15	30
sparring individual (in library or at home)	1	15	15
Preparation ABOUT final exam	5	1	5
Assessment time (test , quiz , final exam)	5	2	10
Projects , presentations, etc.	1	2	2
Total			132.5 hours
Teaching methods :	lectures, exercises, written work, debates, etc.		
Evaluation methods :	First rating: 20% Second assessment: 20% Homework: 10% Regular attendance: 10% exam : 40% Total: 100%		
LITERATURE primary :	Faik Konica, <i>Works 3, 4 (Publicism and Correspondence)</i> , Dudaj, Tirana, 2001 Sami Frashëri, <i>Albania and the Albanians</i> , Tirana, 2002 Fan S.Noli, <i>Works 4, 6 (Publicity and Correspondence)</i> , Dudaj, Tirana, 2003 Tajar Zavalani, <i>The Mission of the 20th Century</i> , Phoenix and the Book House, Tirana, 1998 Mithat Frashëri, <i>Works</i> , Renaissance, Prishtina, 1996 Vangjel Koça, <i>On the path of Albanianism</i> , Phoenix and the Book House, Tirana, 1999 Anton Harapi, <i>The Tower of Babel</i> , Phoenix and the Book House, Tirana, 1999 Sali Bashota: <i>The Meaning of Literary Ideas</i> , Rilindja, Prishtina, 2001 Branko Merxhani, <i>Works</i> , Plejad, Tirana, 2003 Petro Marko, <i>Interview with myself (Clouds and stones)</i> , OMSCA, Tirana, 2000 Ismail Kadare: <i>Invitation in the studio</i> , Rilindja, Prishtina, 1996		

LITERATURE additional :	Alberto Manguel, <i>A Reading Diary</i> , New York, 2004 William Zinsser, <i>Speaking of Journalism</i> , New York, 1994 William Zinsser, <i>On Writing Well</i> , New York, 2001 William Zinsser, <i>How to Write a Memoir</i> , New York, 2005 Roberta Jean Bryant, <i>Anybody Can Write</i> , New York, 2002 Mark Edmundson, <i>Why Read</i> , New York & London, 2004 Harold Bloom, <i>How to Read and Why</i> , New York, 2006 GA Olson & L. Worsham, <i>Critical Intellectuals on Writing</i> , SUNY Press, 2003
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Design The PLAN TEACHING	
WEEK	Introduction to the subject
Week 1:	Publicism-object The sTUDY
Week 2:	History of journalism ALBANIA
Week 3:	Journalism - publicism - literature
Week 4:	Simple types of journalism
Week 5:	Composite types of journalism
Week 6:	Written assessment
Week 7:	The essay
Week 8:	Logs journalism IN BEGINNING THE 19th century
Week 9:	Logs journalism AND essayistic THE 20th century
Week 10:	Logs journalism AND essayistic THE 21st century
Week 11:	Journalism and mass communication sciences
Week 12:	Writing The exams -essay
Week 13:	Written assessment
Week 14:	Comparative analysis of writings journalism AND essayistic
Academic policies and code of conduct	
Regular student attendance at lectures, fulfillment of obligations according to the criteria for the smooth running of the learning process, etc.	

MASTER
 DEPARTMENT: JOURNALISM
 LEVEL: MA
 SYLLABUS: MEDIA AND CULTURE

Information about the course	
Academic unit:	Faculty of Philology, Department of Journalism
Subject title:	Media and Culture
Level:	MA
Status:	Elective
Year of studies:	1st year, 7th semester, master level
Number of hours per week:	2 + 2
ECTS credits:	4
Time / Place:	Thursday 5:30-7pm, Radio room
Lecturer:	Prof. ass. Remzie Shahini-Hoxhaj, PhD
Contact details:	remzie.shahinihoxhaj@uni-pr.edu
Course description:	This course offers students the study of media culture, emphasizing the role of the media in shaping, expressing and transforming cultural values and social norms. Explores the impact of new and traditional media on social behaviors, identities and relationships. The course will cover the theoretical frameworks and critical debates surrounding the impact of media on culture and society, examining various media forms, including digital platforms, television and print.
Course objective:	The objective of this course is to demonstrate understanding of key concepts in media culture. Offers the students the possibility to analyze the impact of the media on cultural norms and social changes. This course equips them with a critically way of evaluating media content from a cultural perspective.
Learning outcomes:	<ul style="list-style-type: none"> • Engage in discussions about controversial issues in media culture • Apply theories of media and culture to contemporary issues • Develop critical thinking about the role of the media in globalization • Understand the ethical aspects in media production and consumption

Student workload (must be consistent with student learning outcomes)			
Activity	Lessons	Day/Week	Total
Lectures	2	15	30
Theory/Lab work/Exercises			0
Practical work	2	15	30
Preparation for intermediate test			0
Consultations with the teacher	10 min	15	2.5
Field work			
Test, seminar paper	6	2	12
Homework			
Individual learning (in the library or at home)	2	10	20
Preparation for the final exam	5	1	5
Assessment time (test, quiz, final exam)	4	2	8
Projects, presentations, etc.	1	2	2
Total			109,5 orë
Teaching methods:	The lectures will be divided into the lecture part, short reports and interactive parts of different examples. Students will be invited to research under the supervision of the professor.		
Evaluation methods:	20 % Individual presentations 20 % Discussions 60 % Exam		
Primary literature:	<ol style="list-style-type: none"> 1. Jenkins, Henry. (2006). <i>Convergence Culture: Where Old and New Media Collide</i>. New York University Press. 2. Couldry, Nick. (2012). <i>Media, Society, World: Social Theory and Digital Media Practice</i>. Polity. 3. Van Dijck, José. (2013). <i>The Culture of Connectivity: A Critical History of Social Media</i>. Oxford University Press. 		
Secondary literature:	Shahini-Hoxhaj, R. (2021). <i>Media Landscape in Kosovo after 1989: Kosovo as a Unique Case of Media Culture in the Balkans</i> . In: Daskalova, N and		

Sittig, H (Ed.). Three Decades Later. The Media in South East Europe after 1989: Konrad Adenauer Stiftung Media Programme SEE, pp. 125-151

Shahini-Hoxhaj, R. (2019). The process of globalization in globalized media. Impact of globalization in Kosovo. In: Sari, Ü and Aytakin, M (Ed.). International Communication Studies,1:KRITER, pp.140-159

Shahini-Hoxhaj, R. (2018b). Creating a Television Culture in Post-Conflict Kosovo: From a Balanced Public Forum to Politicization and Commercialization. *Acta Universitatis Danubius Communicatio*, 12 (2), p. 91–116. Available:

<http://journals.univ-danubius.ro/index.php/communicatio/article/view/5239/4756>

Designing the lesson plan

Week	The title of the lecture
1:	Description of the subject
2:	Introduction to media culture
3:	Theories of Media and Culture
4:	The role of media in cultural identity
5:	Digital media and cultural change
6:	Media representation and stereotypes
7:	Social networks and community
8:	Media, politics and power
9:	Globalization and Media Culture
10:	Media ethics and culture
11:	The public and the media
12:	Cultural industry and production
13:	Media activism and social movements
14:	Future trends of media and culture
15:	Course revision and repetition

Academic policies and code of conduct:

Copying and plagiarism: There is no copying/plagiarism in this course! Those who attempt this will be reported to the governing bodies of the University of Pristina.



Course: English for academic purposes

Key course information:	
Academic unit:	Faculty of Philology, Department of Journalism
Title of the course:	English Language for Academic Purposes
Level:	MA
Status of the course:	Optional – one semester
Year of study:	2024/25
Number of hours per week:	4
ECTS Credits:	4
Time / Place:	Tuesday 15:30-17:00; Thursdays 15:30-17:00
Professor:	Dr. Sadete Tërnavá-Osmani
Contact details:	Sadete.ternava@uni-pr.edu +38344210-657
Course description:	<p>The English language course for academic purposes prepares students to develop their reflective reading skills, fluent speech, professional writing, and effective listening. In addition, the course introduces grammar through a communicative approach and student-centered methodology. In light of this, advanced reading skill, journalistic writing, tentative listening to lectures, notes drafting, preparing presentations, and attending English language debates will be an integral part of the program. Similarly, an extra detailed introduction will be provided with the help of extra-curricular lectures by EFL subject specialists.</p> <p>The English language course at this level offers students theoretical and practical knowledge of the use of academic textbooks so that students apply English for their academic and professional development.</p>
Objectives of the course:	<p>The course is designed to elevate proficiency in all core language skills -speaking, listening, reading, and writing, while fostering effective communication in diverse contexts. Students will acquire an advanced English language level of learning and apply it by effectively utilizing the respective skills. They use English by communicating practically and realistically through tasks in order to master the specific communication terminology they need for a career in journalism and public relations. In addition, students will be provided with analytical skills in the field of comparative studies, related to English in correlation with Albanian (through linguistic analogues between English and the native language).</p>

Expected results:	<p>By the end of the course, it is expected that students:</p> <p>Enhance Fluency and Accuracy Develop the ability to communicate effectively in both familiar and official contexts by participating confidently in discussions with refined pronunciation and speaking techniques Develop Advanced Writing Skills Compose clear, well-structured texts on complex subjects, adapting style and tone to suit different purposes and audiences. Master Complex Grammar and Vocabulary Refine understanding and application of advanced grammatical structures, idiomatic expressions, and specialized vocabulary pertinent to the journalism field. Improve Reading and Listening Comprehension Cultivate the skill to interpret complex texts and follow extended speech, identifying main ideas, details, and implied meanings.</p>
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Student Workload Breakdown (Aligned with Student Learning Outcomes)

Activity	Hours	Days/Week	Total
Lectures	2	15	30
Theory/Laboratory Work/Exercises	2	15	30
Practical Work	—	—	—
Preparation for Midterm Test	—	—	—
Consultations with professor	10 minutes	15	2.5
Field Work	—	—	—
Test, Seminar Paper	8	1	8
Homework	1	15	15
Individual Study (Library/Home)	1	15	15
Preparation for Final Exam	10	1	10
Assessment Time (Test, Quiz, Final Exam)	3	2	6
Projects, Presentations, etc.	30 minutes	1	0.5
Total	—	—	117 hours-4 ECTS

Teaching methodology:	Lecturing via student-centered and communicative approach; Interaction through reflective participation by students; presentations by students;
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	preparation for intermediary testing and post-outcome consultations and feedback.
Assessment methodology:	Continuous formative evaluation throughout the semester. Students will also be evaluated on bases of: Regular attendance 10% Assignments/class presentation 10% Intermediary semester assessment 20% Final test/seminar paper 60% Total 100 %
Primary Literature:	<ul style="list-style-type: none"> - On screen –Advanced-C1, Evans Virginia, Jenny Dooley, Student’s Book and Work-book, Express Publishing - Cutting Edge-Optional-selected text/topics –New edition-Sarah Cunningham; Peter Moor; Jonathan Bygrave and Damian Williams; Advanced Student’s Book and Workbook; - Change by Design-Tim Brown-specific reading assignments/chapters -Hyland, Ken English for Academic Purposes-An advanced resource book
Secondary Literature:	<ul style="list-style-type: none"> - English - Albanian and Albanian - English - Oxford English Dictionary - Second language Acquisition –Rod Ellis- Oxford University Press - Albanian-English-English-Albanian Dictionary Huddleston, Rodney; Pullum Geoffrey, the Cambridge Grammar of the English Language, 2003, Cambridge University Press - Pinker Steven, The Language Instinct, 1994, The New Science of Language and Mind - Oxford English Dictionary - The A-Z of Correct English –Angela Burt - The teacher’s grammar book-James D. Williams

Compilation of syllabus	
Week	
Week 1:	Course introduction; Overview on importance of advanced language skills Listening; Reading; Writing; Speaking
Week 2:	Module one; Tenses; vocabulary; importance of active listening; How to retell a text and present with impact
Week 3:	Comprehension of advanced reading texts; examples from additional correspondents/different styles of written editorials Comparisons; making conversations for specific situations; advanced vocabulary development

Week 4:	Main principles of academic writing
Week 5:	Module two; Story telling; reporting past events; use of narrative tenses; Supplementary journalistic related text; How to listen tentatively ; Class Discussion
Week 6:	Use of specific vocabulary/clips on media; Listening & Writing and speaking rehearsals; Performing well-organized written texts ; examples from additional journalistic texts; headlines; Group presentation; Feedback on written class assignments
Week 7:	Reflective thinking and writing; design thinking methodology; Text five: additional journalistic text; Steps in writing professional academic CV-s, letters of motivation Organization and structure of written texts; Practicing pre-writing strategies; Specific respective advanced vocabulary
Week 8:	Module three; Written English related to daily specific useful vocabulary; types of writing – Researching/ Writing focus; Rehearsals on structures of paragraphs; Individual selection on reading/ chapters
Week 9:	How you come across with communication skills; drafting professional advertisements; word choice in making ads; presentation with impact through improved speaking and writing
Week10:	Presentations on how to present with impact –take away-s <i>from Change by design</i> -Serving as an intermediary assessment Feedback on the used ideas, arguments and facts in presentations
Week 11:	Specific terms used in academic texts –relations to journalism and supplementary texts; Home assignments/readings
Week 12:	Semestral evaluation based on individual and group practice reading and writing;
Week 13:	Live and Learn module; reading comprehension; Critical thinking over written texts on certain topics- education - journalism
Week 14:	Effective presentations through simulation on moderating in English; Analysis of English language effect on famous authors; particular activities – editorials Test/seminar preparation
Week 15:	Course Review aand scoring

Academic Policies and Code of Conduct

Student responsibilities and conduct of university policies are related to regular attendance at lectures and exercises. Students should actively participate and complete all assigned tasks to meet course objectives and ensure continuous evaluation. They are prohibited to use of offensive language, disturbing others

during exams, and any form of cheating, including copying during assessments or the final exam.

Course title: INTRODUCTION TO COMMUNICATION THEORY

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	Introduction to Communication Theory
Level:	MA
Case status:	O
Year of studies:	2024-2025
Number of hours per week:	2+2
ECTS credits:	7
Time / Place:	
Teacher:	Assoc. Prof. Dr. Arben Fetoshi
Contact details:	arben.fetoshi@uni-pr.edu
Course description:	<p>“Introduction to Communication Theory” is a one-semester course that provides basic knowledge on the interdisciplinary character and theoretical traditions of Communication studies. The content of this course is based on the bibliography of Western authors, but with a structure adapted to students of the “Journalism and Public Relations” program. By examining basic concepts, relationships with other social and human disciplines, and the most important communication theories and models, students will be equipped with theoretical knowledge and analytical skills for the current context of the media sphere, in order to more easily understand the logic of the transformation and displacement of communication in the digital age. The topics are defined in function of Journalism studies, focusing on the impact and metamorphosis of the media, the socio-political context of communication and the main theories that explain its models and types. The course "Introduction to Communication Theory" is designed as a general framework for students' specialization in Journalism and Public Relations.</p>

Course objectives:	Through lectures and seminar assignments, students will achieve a high level of competence in journalism, the socio-cultural dimension of communication, and the role of the media in social processes. In this function, they will deepen their studies with the aim of being as highly qualified as journalists, media specialists, or public relations professionals.
Expected learning outcomes:	After completing the course, students will be able to:
	- Identify and explain key concepts in the field of communication;
	- apply the acquired knowledge in various professional tasks related to media and public relations;
	- recognize and describe the use of communication by media and public relations professionals;
	- Analyze, evaluate and compare the effectiveness of communication in public relations.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Teaching hours	Day/Week	in total
Lectures	2 15		30
Theory/Laboratory work/Exercises	2 15		30
Practical work			
Preparation for intermediate test	2 1		2
Consultations with the teacher	40 minutes	15	10
Field work			
Test, seminar paper	20 2		40
Homework	2 15		30
Individual tuition (in the library or at home)	2 15		30
Preparation for the final exam	5 1		5
Assessment time (test, quiz, final exam)	1 3		3
Projects, presentations, etc.	1 2		2
Total			182

Teaching methods:	The course "Introduction to Communication Theory" will be taught using a combined method, including lectures, discussions in the form of debates, and student work in preparing assigned assignments.
Evaluation methods:	<p>Student evaluation will be based on the following formula:</p> <ol style="list-style-type: none"> 1. Active participation 10% 2. Exercises (homework) 20% 3. Collofium / Seminar 20 % 4. Final exam 50% <p>TOTAL: 100%</p> <ul style="list-style-type: none"> • Class participation does not only mean attendance. Students will be evaluated based on the quality of their comments, attention, attitude, and behavior in class. • As part of the exercises, students are required to complete individual or group assignments such as: Analysis / Essay / Review. • A seminar is a research paper on a specific topic, which the student submits by the end of the semester.
Primary literature:	<ol style="list-style-type: none"> 1. West, R. & Turner, Lynn. <i>Introducing Communication Theory</i>, fourth edition, McGraw-Hill Higher Education 2. Griffin, Em& al. <i>A First Look at Communication Theory</i> , 9th edition, Educational Centre
Additional literature:	<ol style="list-style-type: none"> 1. Ollivier, Bruno. (2015). <i>Communication Sciences – Theory and Achievements</i>, Papirus, Tirana 2. Baylon, Christian & Mignot Xavier. 2004, <i>Communication, Logos – A</i>, Skopje 3. Holmes, David. (2005). <i>Communication Theory: Media, Technology and Society</i>. United Kingdom: SAGE Publication. 4. Roden, MS (2014). <i>Introduction to Communication Theory</i>. United States: Elsevier Science. 5. McLuhan, Marshall. <i>Instruments of Communication – Media in the Age of Man</i>, Institute of Dialogue and Communication - IDK, Tirana

Curriculum development	
WEEK	Lecture title
Week 1:	<ul style="list-style-type: none"> • Introduction to Communication Sciences

	(Theoretical Traditions, Functions, Elements)
Week 2:	<ul style="list-style-type: none"> • Communication and Language (Semiotics and Pragmatics)
Week 3:	<ul style="list-style-type: none"> • Communication Models (Shannon and Weaver, Laswell, Lazarsfeld, Jakobson and the Orchestral Model)
Week 4:	<ul style="list-style-type: none"> • Forms and Types of Communication (Verbal and Nonverbal Communication & Political, Intercultural, Organizational Communication)
Week 5:	<ul style="list-style-type: none"> • Communication and Society (Ideological concepts, Limited and elaborate code)
Week 6:	<ul style="list-style-type: none"> • Communication and Media (Media Systems, Information Theory, Technological Determinism)
Week 7:	<ul style="list-style-type: none"> • Internet communication (Media Transformation - Problems and Perspectives)
Week 8:	<ul style="list-style-type: none"> • Interpersonal Communication Theories (Symbolic Interaction, Expectancy Violation Theory, Social Penetration Theory, Uncertainty Reduction Theory)
Week 9:	<ul style="list-style-type: none"> • Group/Public Communication Theories (Rhetoric, Dramatism)
Week 10:	<ul style="list-style-type: none"> • Mass Communication Theory (Propaganda, Public Opinion, Agenda-Setting, Cultivation Theory)
Week 11:	<ul style="list-style-type: none"> • The Effects of Political Communication (Political advertising, Mediatization Theory)
Week 12:	<ul style="list-style-type: none"> • Cultural Communication (Cultural Studies – Stuart Hall)
Week 13:	<ul style="list-style-type: none"> • Organizational Communication Theory (Organizational Theories, Strategic Communication)
Week 14:	<ul style="list-style-type: none"> • Common Lines of Communication Theory
Week 15:	<ul style="list-style-type: none"> • Summary discussion about the subject

Academic policies and code of conduct

Laptops and tablet computers are permitted to be used quietly for note-taking; other activities, such as checking personal email or browsing the Internet, are prohibited. Cell phones/smartphones and other electronic devices (e.g., iPods) must be turned off (or set to vibrate) and not displayed during class. All are expected to be polite and respectful of others during discussions, and to refrain from using foul language. Students are required to attend lectures and exercises. The assignments resulting from these classes are

mandatory and are part of the student's overall assessment.

MASTER
BRANCH: JOURNALISM
STUDY PROGRAM: MA
SUBJECT SYLLABI :

1. TITLE The Subject : STRATEGIC COMMUNICATION

INFORMATION BaSiC ABOUT SUBJECT	
Unit academic :	Faculty The PHILOLOGICAL
TITLE The subject :	Strategic communication
Level :	MA
StatUS The subject :	O
Year of studies :	1st Year, 2nd Semester
Number of hours per week:	2 +2
credits :	7
Time / Place:	
Teacher :	Prof.asst.dr. Gëzim Qerimi
of RECORDS contact :	
Description The subject :	it subject is for view the study of theories , concepts THE advanced , principles METHODS THE CommuNICATIoNS strategic AND PRACTICE MORE THE BEtTEr THE IMPLEMENTATION THE Some of them target THE other will be : introducing students to literature INVESTIGATIVE academic IN the field of communication strategic which reflects AND INSTRUCTS development TOPIC IN this field ; STUDIES AND application of techniques THE SURVEY AND management THE CommuNICATIoNS strategic . it acorn ABOUT MORE I would very much like to focuses on activities interdisciplinary INCLUDING communication planning strategic , a FoRwoRd THE general in marketing communication THE integrated , media THE NEW AND CommuNICATIoNS strategic international .
Course objectives :	

Expected results THE learning :	
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Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	hour Teaching	Days / Weeks	in total
Lectures	2 (90 mins)	15	22.5
Theory / Work IN Laboratory / Exercises			

working practice		
Preparation for intermediate test	15 1	15
Consultations with the teacher	10 minutes 15	2.5
Work in FIELD		
Test, seminar paper	8 2	16
Homework	2 15	30
sparring individual (in library or at home)	3 15	45
Preparation for the final exam	5 1	5
Assessment time (test , quiz , final exam)	5 2	10
Projects , presentations, etc.	1 2	2
Total		162.5 hours

Teaching methods :	<p>ABOUT THE SUPPORTED THESE target the students will BE responsible ABOUT reading literature OF THE foreseen AND IITERATURE supplementary .</p> <p>Hours TEACHING ARE THE designed IN ORDER THE like that THAT the students will discuss ABOUT the topics planned ABOUT EACH hour educational and WHAT ARE THE based IN literature that you will given students ADVANCE AND IN PROJECTS THE which ones will you given students ABOUT IT Each student will work moderate A discussion .</p>
Evaluation methods :	<p>10% Participation 20% Participation asset IN exercise 40% Presentation 30% Exam</p>
LITERATURE primary :	<p>Hallahan , K., Holtzhausen , D., van Ruler , B., Verčič , D. & Sriramesh , K. (2007). On defining strategic communication. <i>International Journal of Strategic Communication</i> , 1(1), 3-35.</p> <p>L. Grunig, J. Grunig, D. Dozier, Excellent Public Relations and Effective Organizations</p> <p>Botan and Hazelton, Public Relations Theory II</p>
LITERATURE additional :	<p>Heath, Handbook of Public Relations</p> <p>Fearn-Banks, Kathleen. Crisis Communications: A Casebook Approach. 4th Edition. New York: Routledge, 2011. ISBN 978-0-415-88059-6.</p>

Design The PLAN TEACHING	
WEEK	Lecture title
Week 1:	Introduction (Syllabus Presentation / Appointment of Moderators) ABOUT

	discussions)
Week 2:	Conceptualization The telecommunications networks Strategic : Definitions , history , research
Week 3:	Conceptualization of strategic communication II: theory of excellence/roles and models
Week 4:	Conceptualization of communication Strategic III: Theory situational audience
Week 5:	Public Relations Theory I / The Management Case THE RELATIONS
Week 6:	Public Relations Theory II : Case Study dialogically and contingency
Week 7:	Public Relations Theory III / Case rhetoric / persuasion
Week 8:	Communication in situations of danger and crisis
Week 9:	Integrated Marketing Communications
Week 10:	New media / media sOcial
Week 11:	International strategic communication
Week 12:	Professional standards and ethics
Week 13:	Diversity issues in strategic communication
Week 14:	
Week 15:	

Academic policies and code of conduct

Academic policies and rules of conduct: Standard

Title: POLITICAL COMMUNICATION

INFORMATION BaSiC ABOUT SUBJECT	
Unit academic :	Faculty The PHILOLOGICAL
TITLE The subject :	Political Communication
Level :	Master
StatUS The subject :	O
Year of studies :	2024-2025
Number of hours per week:	2+2
Credits :	7
Time / Place:	
Teacher :	Assoc. Prof. Dr. Arben Fetoshi
of RECORDS contact :	arben.fetoshi@uni-pr.edu
Description The subject :	The course “Political Communication” provides solid knowledge about the interaction and continuous interdependence of politics, media and the public. Therefore, the course is designed in such a way as to elaborate the political process, focusing on the role of the media and the audience in shaping it. Through the examination of key theories and concepts and literature by eminent authors in this field, master's level students will be equipped with the knowledge and skills necessary to understand the functioning of the public sphere. Given that a successful democracy depends on open and direct communication between citizens and government officials, the content of this course will enable an exhaustive understanding of the importance of the media and the dynamics in the public sphere.
Course objectives :	Purpose The subject " Communication" "Political " is THAT student preparation regarding the role of communication IN information , influence AND legitimizing decision - making Politics . As a subject IN Within THE survey THE communication , its content IS designed IN function THE DEVICE OF THE students with the necessary instruments ABOUT THE ANALYZING COMMUNICATIONS POLITICAL IN Kosovo . Examining the interaction of politics with communication through focus IN media practices , candidates POLICY AND electorate , students will win knowledge AND SKILLS ABOUT THE BEEN MONITORS AND PARTICIPANTS effective IN SPHERE public .

Expected learning outcomes:	After completing the course, students will be able to:
	- Identify and explain the main concepts in political communication and apply the acquired knowledge to various processes in the public sphere;
	- Recognize and describe the use and limitations of communication by political candidates and elected officials;
	- Analyze, evaluate, and compare the effectiveness of political actions.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	hour Teaching	Days / Weeks	in total
Lectures	2 15		30
Theory/Laboratory work/Exercises	2 15		30
working practice			
training for intermediate test	3 1		3
Consultations with the teacher	40 minutes 15		10
Work in FIELD			
Test, paper The WORKSHOP	20 2		40
task HOUSE	3 15		45
Individual tuition (in the library or at home)	2 15		30
Preparation ABOUT final exam	5 1		5
Assessment time (test, quiz, final exam)	1 3		3
Projects , presentations , etc.	1 2		2
Total			198

Teaching methods :	The subject " Political Communication " will develops methodically THE combined including lectures , discussions IN shape DEBATE AND student work IN preparation of tasks THE defined .
Evaluation methods :	<p>ASSESSMENT The students will Behe IN CoRe THE formula OF THE the following :</p> <ol style="list-style-type: none"> 1. attendance active 10% 2. Exercises (homework) 20% 3. Collofium / Seminar 20 %

	<p>4. examination final 50%</p> <p>TOTAL: 100%</p> <ul style="list-style-type: none"> • attendance NOT means only attendance . Students will evaluated IN CoRe THE qUALITY OF THE comments , attention , attitude AND CONDUCT IN class . • IN WITHIN THE exercise STUDENTS ARE THE obliged THAT TO carry DUTIES individual OR IN GROUPS as : Analysis / Essay / Review (speech) THE politicians , advertising politics , communication POLITICAL in the media, books author THE certain , etc.) • workshop it is a research paper ABOUT A topic THE certain , to WHICH the student submits UP at the end of semester .
LITERATURE primary :	<ol style="list-style-type: none"> 1. Brian McNair, Introduction IN COMMUNICATIONS political , year The 2009 edition , Publisher UET Press , Tirana 2. Jacques Gerstlé and Christophe Piar, Communication political , 2021, Papyrus , Tirana
LITERATURE additional :	<ol style="list-style-type: none"> 1. Richard M. Perloff, Tha Dynamics of Political Communication – Media and Politics in a Digital Age, 2018, Routlage 2. Dren Gërguri, Political Communication in the Age of Social Media, 2021, Konrad Adenauer Stiftung, Pristina 3. Barak Bahador, The CNN Effect in Action – How the News Media Pushed the West toward War in Kosovo, 2007, Palgrave

Design The PLAN TEACHING	
WEEK	TITLE The lecture
Week 1:	<ul style="list-style-type: none"> • Politics in the era of mediation (<i>concept , actors</i>) AND theories Basic – J. Blumler)
Week 2:	<ul style="list-style-type: none"> • Politics and Media in Democracy (Public Opinion and Public Sphere , Mediatization , J. Stromback)
Week 3:	<ul style="list-style-type: none"> • Communication effects political (theory of determination) THE agenda AND framing)
Week 4:	<ul style="list-style-type: none"> • MEDIA HOW actors politics (press , broadcasting) AND JOURNALIST HOW expert)
Week 5:	<ul style="list-style-type: none"> • Media and campaign election (A. Fetoshi : The Impact of the Media in Election Campaign during the COVID-19 Pandemic: The Case of Kosovo, 2023 & P. Norris: The evolution of election campaigns: Eroding political engagement?, 2004)
Week 6:	<ul style="list-style-type: none"> • Political party communication (Political advertising)

Week 7:	<ul style="list-style-type: none"> • Political communication party (Public Relations)
Week 8:	<ul style="list-style-type: none"> • Political communication The group THE pressure (trade unions , civil society , organizations) terrorist)
Week 9:	<ul style="list-style-type: none"> • Political communication International - CNN Effect on THEORY AND practice (B. Bahador: The CNN Effect in Action – How the News Media pushed the West toward War in Kosovo, 2007)
Week 10:	<ul style="list-style-type: none"> • Americanization , Globalization AND Secularism (Convergence of systems) media AND COMMUNICATION political) - Daniel C. Hallin & Paolo Mancini, in "Comparing Political Communication - Theories, Cases and Challenges", 2004)
Week 11:	<ul style="list-style-type: none"> • Political Communication and MEDIA social (J. Blumler : Political Communication IN the fourth phase , and D. Gërguri : Political Communication IN the media era social , chapter IV – Campaign ELECTION AND MEDIA social , p. 96-114)
Week 12:	<ul style="list-style-type: none"> • COMMUNICATIONS Political : Challenges , implications AND consequences IN AGE digital
Week 13:	<ul style="list-style-type: none"> • Presentations THE WORK Seminars
Week 14:	<ul style="list-style-type: none"> • Discussion summary The subject (Concepts KEY IN COMMUNICATIONS Political)
Week 15:	

Academic policies and code of conduct

Laptops and tablet computers are permitted to be used quietly for note-taking; other activities, such as checking personal email or browsing the Internet, are prohibited. Cell phones/smartphones and other electronic devices (e.g., iPods) must be turned off (or set to vibrate) and not displayed during class. All are expected to be polite and respectful of others during discussions, and to refrain from using foul language. Students are required to attend lectures and exercises. The assignments resulting from these classes are mandatory and are part of the student's overall assessment.

MASTER
DEPARTMENT OF JOURNALISM
STUDY PROGRAM: JOURNALISM AND PUBLIC RELATIONS
SYLLABUS :

1. Course title: MEDIA CRITICISM

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	Media criticism
Level:	MA
Case status:	E
Year of studies:	Year I, Semester II
Number of hours per week:	2 +2
ECTS credits:	4
Time / Place:	
Teacher:	Teacher: Prof. Dr. Bajram Kosumi Assistant: Blerta Blakaj PhDand .
Contact details:	bajram.kosumi@uni-pr.edu blerta.blakaj@uni-pr.edu
Course description:	The course contains the basic elements of media theory : from the founding fathers (Adorno , Lazarfeld , etc.) to media schools . The course is a review of various media theories and their discussion and learning by students. It begins with the two old schools of media criticism , the Columbia School and the Frankfurt School, continues with the Chicago School and the Toronto School , and up to English Cultural Studies. A chapter is also dedicated to Teun 's discourse theory. Van Dijkut .
Course objectives:	The aim of this course is to provide master 's level students with an in-depth knowledge of media criticism , its development and the current state of media criticism . To this end, students will learn about the beginnings of the development of critical media thought , the interdisciplinarity of media studies and developments towards a sustainable media theory . In this path, it will begin with the sociological studies of the Columbia School , then with the ideological studies of the Frankfurt School, with the studies of the Chicago School, with the media studies of the Toronto School , with British cultural studies and will conclude with the studies of journalistic discourse in the last two decades of the twentieth century. Several lectures will be dedicated to the interdisciplinarity of media studies , i.e. the relationships between media criticism and ideology, feminism and other socio-scientific phenomena. Finally, it will also discuss modern problems in the field of journalism in general, identified in the two-year work of the Committee of Concerned Harvard Journalists Faculty Group (1997 onwards). The purpose of this last lecture is to prepare students for new orientations of media criticism towards the most contemporary problems of journalism. In addition to acquiring in-depth knowledge, the course aims to prepare students for two other levels of knowledge creation: applying the

acquired knowledge in their own and group research and creating critical thinking about developments in the field of media criticism . This will be the most important phase of studies in this course and should be coordinated with the MEDIA magazine and the Institute for Communication Research of the Journalism Department.

Expected learning outcomes:

The student must have essential knowledge of media thought theories, both in terms of their historical development and in terms of their practical application.
 He understands the Frankfurt School's thinking on the media, and must also know how to apply critical studies to the media (the culturally critical approach);
 He understands the thinking of the Columbia School , and must also know how to apply in practice the study of opinion on the influence of the media (functional approach);
 He understands Marshall 's theory. McLuhan on the role of media in history and the approach of critical cultural studies to the limited influence of media on society;
 He understands the theory of journalistic discourse articulated by Teun Van Dijk and learns to practice it;
 He understands the way of writing critical texts in the media, called " media criticism ", such as film criticism , art criticism, media literary criticism, media criticism , etc.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Class hoursDay/Week	in total
Lectures	2 15	30
Theory/Laboratory work/Exercises	2 15	30
Consultations with the teacher	10 minutes 15	2.5
Homework	1 5	5
Individual tuition (in the library or at home)	1 15	15
Test, seminar paper	2 2	4
Homework	1 3	3
Preparation for the final exam	5 2	10
Assessment time (test, quiz , final exam)	2 2	4
Projects, presentations, etc.	1 2	2
Total		105.5 hours

Teaching methods:

Teaching in this course is focused on lectures and homework. Lectures use the explanation method and interactive methods . At the end of the lectures, students receive assignments that they must do at home and discuss in the next class together with the teacher. These assignments can also be larger team projects, which are related to any of the forms of media studies . Lectures focus on three aspects: 1. students acquire in-depth knowledge of media criticism 2. students acquire the ability to apply the learned theories to new practices; homework and

	joint projects are related to the application of the acquired knowledge to new practices; and 3. students create their own critical thinking about developments in media criticism and the applications they have practiced.
Evaluation methods:	10% Participation 20% Presentation and discussion of books read in class 40% Seminar (seminar submitted before the exam) 30% Final exam
Primary literature:	<ol style="list-style-type: none"> 1. <i>Canonical Texts of Media Research</i> , edited by Elihu Katz , John Durham Peters , Tamar Love and Avril Orloff , ISHM, 2009. 2. Maigret , Eric , <i>Sociology of communication and media</i> , Papirus, Tirana, 2010. 3. Diminick , Joseph R., <i>The Dynamics of Mass Communication/Media in the Digital Age</i> , UET Press , Tirana, 2010.
Additional literature:	<ol style="list-style-type: none"> 1. marshal McLuhan , <i>Understanding Media: The Exceptions of Man</i> [1964] [<i>Understanding the media: an extension of man</i>]. 2. Mariet Todorova , <i>The Imaginary Balkans/The Balkans as Europe 's Alter Ego</i> (2013) 3. Bozidar Jezernik , <i>Wild Europe</i> (2010). 4. Matthew D'Ancona , <i>Post-Truth: The New War on Truth and How to Fight Back</i> (2017).

Curriculum development	
WEEK	Lecture title
Week 1:	Discussion about the syllabus .
Week 2:	Media studies : from practice to a media theory .
Week 3:	Media studies as an interdisciplinary science . Relationship with humanities, sociology, literature and ideology.
Week 4:	Introduction to Critical Media Theories (Theoretical Models of Communication)
Week 5:	Columbia School
Week 6:	Studies on the effects of media on society. Sociological school.
Week 7:	Lazarsfeld & Merton , “Mass Communication, Popular Taste, and Organized Social Action”
Week 8:	Task: discussion about the project
Week 9:	Frankfurt School
Week 10:	Theodor W. Adorno and the Max Horkheimer , The culture industry . Enlightenment nor mass deception Walter Benjamin , “The Work of Art in the Age of Mechanical Reproduction,” in the book <i>Illuminations</i> .
Week 11:	Chicago School
Week 12:	Kurt Long and Gladys Angel Lang , The Unique Perspective of Television and its Effects : A Pilot Study , in <i>American soziologisch Review</i> , 18, Pp . 3-12.

Week 13:	Task: discussion about the project
Week 14:	Toronto School
Week 15:	Studies on the medium

Academic policies and code of conduct

Students should not enter class if they are late or if they plan to leave class early.
During discussions, students should respect each other, not interfere with each other's words, tolerate different opinions, not be prejudiced or offensive, and not use the class as a platform for personal promotion, thus hindering the learning process of the entire class.

MASTER
 DEPARTMENT: JOURNALISM
 LEVEL: MA
 SYLABUS: CRISIS COMMUNICATION

Information about the course	
Academic unit:	Faculty of Philology, Department of Journalism
Subject title:	Crisis Communication
Level:	MASTER
Status:	Elective
Year of studies:	1st year, 7th semester, master level
Number of hours per week:	2 + 2
ECTS credits:	4
Time / Place:	Thursday 5:30-7pm, room 101
Teacher:	Prof. ass. Remzie Shahini-Hoxhaj, PhD
Contact details:	remzie.shahinihoxhaj@uni-pr.edu
Course description:	This course explores the role communication plays before, during, and after crises, focusing on theories, case studies, and practical applications. Students will engage in simulations, analyze real-world crisis events, and develop strategic communication plans.
Objectives of the course:	The objective of this course is to understand and apply key crisis communication theories. Identify strategies for managing different crisis types. Develop and execute a crisis communication plan as well as utilize social media in crisis management. It should address ethical challenges in communication during crises. It should analyze case studies of both successful and failed crisis management.

Expected learning outcomes:	<ul style="list-style-type: none"> • Demonstrate understanding of key concepts in Crisis Communication. • Analyze the impact of the media on cultural norms and social changes. • Critically evaluate crisis situations • Engage in discussions about controversial issues in this thematic • Understand the ethical aspects in communication during crisis
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Student workload (must be consistent with student learning outcomes)			
Activity	Lessons	Day/Week	Total

Lectures	2	15	30
Theory/Lab work/Exercises			0
Practical work	2	15	30
Preparation for intermediate test			0
Consultations with the teacher	10 min	15	2.5
Field work			0
Test, seminar paper	6	2	12
Homework			0
Individual learning (in the library or at home)	2	10	20
Preparation for the final exam	5	1	5
Assessment time (test, quiz, final exam)	4	2	8
Projects, presentations, etc.	1	2	2
Total			109,5 hours

Teaching methods:	The lectures will be divided into the lecture part, short reports and interactive parts of different examples. Students will be invited to research under the supervision of the professor.
Evaluation methods:	30 % Participation and activity 20 % Group Crisis Communication Plan 20 % Crisis Simulation & Press Conference 30% Case Study Analysis (Individual)
Primary literature:	<ol style="list-style-type: none"> 1. Coombs, W. T. (2015). Ongoing Crisis Communication: Planning, Managing, and Responding (4th ed.). Sage Publications. 2. Fearn-Banks, K. (2016). Crisis Communications: A Casebook Approach (5th ed.). Routledge.
Secondary literature:	Bernard J. Carey – Crisis Management: Master the Skills to Prevent Disasters (2020) Lucinda Austin & Yan Jin (Eds.) – Social Media and Crisis Communication (2 nd ed., 2022) Finn Frandsen & Winni Johansen – Organizational Crisis Communication: A Multivocal Approach (2017)

Robert R. Ulmer, Timothy L. Sellnow, & Matthew W. Seeger – Effective Crisis Communication: Moving from Crisis to Opportunity (5th ed., 2023)

Designing the lesson plan

Week	The title of the lecture
1:	Introduction to Crisis Communication
2:	Crisis Management in the Social Media Era
3:	Crisis Communication Theories
4:	Ethical Challenges in Crisis Communication
5:	Managing Post-Crisis Communication
6:	Public Health Crises
7:	Political Crises and Leadership Failures
8:	Crisis Leadership and Public Relations
9:	Cultural Sensitivity and Crisis Communication
10:	Crisis Communication in Global Contexts
11:	Technology and Cybersecurity Crises
12:	Political crisis
13:	Reputation Management and Brand Recovery
14:	Social Media and Fake News during a Crisis
15:	Course revision and repetition

Academic policies and code of conduct

Copying and plagiarism: There is no copying/plagiarism in this course! Those who attempt this will be reported to the governing bodies of the University of Pristina.

MASTER
 DEPARTMENT OF JOURNALISM
 STUDY PROGRAM: JOURNALISM AND PUBLIC RELATIONS
 SYLLABUS :

1. Course title: MEDIA STYLISTIC

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	Media stylistic
Level:	MA
Case status:	E
Year of studies:	Year I, Semester I
Number of hours per week:	2 +2
ECTS credits:	5
Time / Place:	According to schedule
Teacher:	Teacher: Prof. Dr. Bajram Kosumi Assistant: Blerta Blakaj PhDand .
Contact details:	bajram.kosumi@uni-pr.edu blerta.blakaj@uni-pr.edu
Course description:	The course contains the basic elements of stylistics: an introduction to the history of rhetoric and the emergence of stylistics from the branches of rhetoric. The main part of the course focuses on the divisions of stylistics (phonostylistics , morphostylistics , syntacticostylistics , semanticostylistics and lexicostylistics) and on functional stylistics: the functions of language in use (discourse styles are also treated here). The last three lectures focus on the application of stylistics in journalistic text.
Course objectives:	The lecture of this course aims to provide master's level students with extensive knowledge of rhetoric and stylistics in general, of the history of rhetoric until the 19th century, of the extinction and reasons for the extinction of rhetoric and its revival in the 20th century, of the birth of stylistics and the causes of its birth, of the development of stylistics in two lines [Charles Bally and Leo Spietzer] and for the concepts of a stylistics with two study methodologies [Guiraud and others], up to the stylistics of the Albanian language of Xhevat Lloshi and his stylistic concepts. The lectures will concentrate on parts of stylistics, such as: phonostylistics , morphostylistics , syntaxstylistics , lexicostylistics and semanticstylistics . The aim of these lectures is for the student to understand and acquire the stylistic analysis of the written text from the sound aspect, of the word, of the word in the sentence and of the sentence in the period, lexical and semantic. The lectures will focus more on two issues: the typology of written discourses and the journalistic and publicistic discourse style. In the first group of lectures, the typology of discourses, students will understand and acquire the principles on which the typology of discourses is made. In the second group of lectures, students will acquire some classifications and ways of creating some of the most important expressions of the journalistic discourse style.
Expected learning outcomes:	The student should have a general knowledge of ancient rhetoric and its history

up to the 19th century. To understand the linguistic factors that led to the extinction of ancient rhetoric.

fundamentally understand the linguistic factors, especially the theory of Ferdinand de Saussure , that made possible the birth of stylistics. To understand the two lines in which stylistics was initially developed [Bally and Spiezer] and the modern meaning of a stylistics with two scientific methodologies [linguistic stylistics and stylistic criticism]. To have a complete overview of the divisions of stylistics into: Phonostylistics , Morphostylistics , Syntaxostylistics , Lexicostylistics and Semantostylistics . To assimilate the results of these branches of stylistics in terms of the analysis of the written text and the expression of the best writing.

3. The student must become skilled in writing stylistic criticism on literary texts, and acquire the laws of Albanian stylistic expression, stylistic figures, etc.
4. The student must distinguish and recognize the typological classifications of lectures, understand when and where a certain type of lecture can be used.
5. The student becomes more skilled in the journalistic and publicistic discourse style, distinguishes the subdivisions of the journalistic style, acquires some of the basic elements of the expressiveness of the journalistic and publicistic style, what helps and what harms this style, etc.
6. At the end of the course, the student should not only have knowledge about rhetoric and stylistics, about the history of the birth and extinction of rhetoric and the history of the birth and development of stylistics, about the methodology of stylistic criticism and the divisions into branches and study methodologies of stylistics, but he should also be able to apply this acquired knowledge in practice in three directions:
 - first, in the stylistic analysis of written text;
 - secondly, in raising the level of one's own writing through this acquired knowledge;
 - and, thirdly, to pass this knowledge on to others.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Class hoursDay/Week	in total
Lectures	2 15	30
Theory/Laboratory work/Exercises	2 15	30
Consultations with the teacher	20 minutes 3	1
Homework	3 1	3
Individual tuition (in the library or at home)	2 15	30
Test, seminar paper	5 1	5
Preparation for the final exam	10 2	20
Assessment time (test, quiz , final exam)	2 2	4
Projects, presentations, etc.	1 2	2
Total		125 hours

Teaching methods:

Teaching in this subject is focused on lectures and homework. The interactive method is used in lectures , but the main part is the teacher's lecture. At the end of

	the lectures, students receive assignments that they must do at home and discuss in the next class together with the teacher. The lectures focus on two aspects: 1. students acquire stylistic analysis [in all its parts] of the written text and distinguish different types of discourse, with a focus on journalistic and publicistic discourse, and 2. students acquire new ways and forms of language expressions , the circumstances when and how those expressions can be used, so that they can raise the level of their writing and expression.
Evaluation methods:	10% Participation 10% Presentations and class discussions 40% Seminar (seminar submitted before the exam) 40% Final exam
Primary literature:	<ol style="list-style-type: none"> 1. Xhevat Lloshi, <i>Stylistics and Pragmatics</i> , Toena Publications , Tirana, 1999. 2. Pierre Guiraud , <i>Stylistics</i>, translated by Dr. Sc . Gjyltekin Shehu, Prishtina, 1997. 3. <i>The Routledge Handbook of Stylistics</i> , Edited by Michael Burke , Routledge , London and New York , 2014. 4. Richard Bradford , <i>Stylistics / The New Critical Idiom</i> , Routledge , London and New York , 1997. 5. Ferdinand de Saussure , <i>Course in General Linguistics</i> , translated by Dr. Rexhep Ismajli . 6. R. Velek and O. Voren , <i>Theory of Literature</i> , translated by Zejnullah Rrahmani , Rilindja, Prishtina, 1982. (or another theory of literature , e.g .: Zejnullah Rrahmani , <i>Theory of Literature</i> , Faik Konica, Prishtina, 2008). 7. Roland Barthes , <i>Semiological Adventure</i> , translated by Rexhep Ismajli , Dukagjini, 2008.
Additional literature:	<ol style="list-style-type: none"> 1. Aristotle, <i>Rhetoric I, II, III</i> . 2. Aristotle, <i>Poetics</i> , Rilindja, Prishtina, 1998. 3. Quintilian , <i>Institutio de Oratoria</i> . 4. Ann Jefferson / David Robey , <i>Modern Literary Theory</i> , a Comparative Presentation, translated by Floresha Dado, Albas , 2004. 5. Oswald Two-tone / Cvetan Todorov , <i>Encyclopedic Dictionary of Discourse Sciences</i> , translated by Dr. Rexhep Ismajli , Rilindja, Prishtina, 1984. 6. Rexhep Qosja, <i>Three ways of writing Albanian</i> , IAP, Prishtina, 2004. 7. Gerard Women , <i>Figures</i> , translated by Sabri Hamiti and Binak Kelmendi, Rilindja, Prishtina, 1985. 8. Christopher Rapp , <i>Aristotle's Rhetoric</i> (2002), http://plato.stanford.edu/entries/aristotle-rhetoric/ 9. Albana Çoni, <i>Functional and interpretive styles of public communication in the field of education</i> , pdf

Curriculum development	
WEEK	Lecture title
Week 1:	Rhetoric and stylistics. A brief history of rhetoric. Christopher Rapp , <i>Aristotle's Rhetoric</i> http://plato.stanford.edu/entries/aristotle-rhetoric/
Week 2:	The birth of stylistics. The linguistic revolution of Ferdinand de Saussure . Two stylistics: Charles 's stylistics Bally 's and Leo 's style Spiezer . A third solution: the

	stylistics of Guiraud [Todorov etc.].
Week 3:	Internal divisions of stylistics: Phonostylistics , Morphostylistics , Syntaxostylistics , Lexicostylistics and Semantostylistics . Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 4:	Phonostylistics . [Sound expressions of the text. Sound figures.] Xhevat Lloshi, <i>Stylistics and pragmatics</i> . Discussion: sound effects of the poem Moses on the Mountain of Fan Nolit.
Week 5:	Morphostylistics . [Expressions of noun, adjective, verb, adverb, etc.] Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 6:	Syntaxostylistics . [Expressions that are created by the order of words in sentences. Syntactic figures.] Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 7:	Lexicostylistics . [Lexical expressions of the text: dialectisms; regionalisms; borrowings; neologisms; word formation, etc.] Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 8:	Semantostylistics . [Expressions with the conveyed meaning of words. Figures of meaning]. Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 9:	Functional stylistics: Typology of discourse styles. Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 10:	Typology according to discourse function [scientific and technical style; state and administrative style; social and political style; sermonic style and literary style]. Xhevat Lloshi, <i>Stylistics and pragmatics</i> .
Week 11:	Further classifications of lecture styles . Oral literature style, written literature style, prose style and poetry style. The style of literary genres. Xhevat Lloshi, <i>Stylistics and pragmatics</i> . Rexhep Qosja, <i>Three ways of writing Albanian</i> , IAP, Prishtina, 2004.
Week 12:	Journalistic and publicistic discourse style Classifications of journalistic and publicistic style: informative journalistic style; analytical journalistic style and literary journalistic style. The difference and proximity between journalistic style and literature: publicistic style. Xhevat Lloshi, <i>Stylistics and pragmatics</i> . Bardh Rugova, <i>The Language of Newspapers</i> .
Week 13:	The essential expressive elements of journalistic style.
Week 14:	The logical order of the sentence and the journalistic text. Parts of speech and their

	role in the journalistic style.
Week 15:	Review and repetition of the course.

Academic policies and code of conduct

Students should not enter class if they are late or if they plan to leave class early. During discussions, students should respect each other, not interfere with each other's words, tolerate different opinions, not be prejudiced or offensive, and not use the class as a platform for personal promotion, thus hindering the learning process of the entire class.

Title: Audience research

Basic information about the subject		
Academic unit:	Faculty of Philology – Department of Journalism	
Course title:	Audience research	
Level:	Master	
Case status:	E	
Year of studies:	Year I, Semester VIII	
Number of hours per week:	2 + 2	
ECTS credits:	4	
Time / Place:		
Teacher:	Prof.Asst.Dr. Faton Ismaili	
Contact details:	Faton.ismajli@uni-pr.edu	
Course description:	<p>The course “Audience Research” focuses on developing students’ theoretical and practical skills to understand and analyze audience behavior in media and communication. Within the framework of this course, students will delve into the basic concepts of audience research in traditional and new media. Through theoretical and practical studies, case studies, and the use of scientific methods, students will extract quantitative and qualitative data about audiences and the content they consume.</p>	
Course objectives:	<p>The aim of the course "Audience Research" is for students to acquire theoretical and practical knowledge as well as advanced skills in identifying, analyzing and interpreting audience behaviors and preferences for media and communication. The course aims to develop in students the ability to analyze the content that audiences consume in traditional and new media.</p>	
Expected learning outcomes:	<p>Analyzes and interprets data from research regarding media audiences and their behavior in relation to media content .</p> <p>Evaluates the influence of media on the behaviors and attitudes of media audiences</p> <p>Develops media strategies based on data from content consumed by audiences.</p> <p>Students will be able to determine how changes in the media landscape affect the format of content and the engagement of different audiences.</p>	

Apply ethical approaches to audience research, respecting privacy and handling audience data responsibly to ensure that media strategies ...

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	hour	Day/week	Overall
Lecture	2	15	30
Theoretical/laboratory exercises	2	15	30
Teacher contacts/consultations	15 minutes	3	45 minutes
Colloquia , seminars	6	1	5
Homework	1	5	5
Student's personal study time (in the library or at home)	1	15	15
Final exam preparation	12	1	10
Time spent on assessment (tests, final exam)	2	2	4
Projects, presentations, etc.	1	2	2
TOTAL			104.45 hours = 4 ECTS (104.45:25=4.17)

Teaching methods:	-lecture -exercises/homework -Project
Evaluation methods:	20% active participation which includes student engagement in discussions, interactive activities , and their contribution to the group. 30% presentation to be prepared by a student or a group on topics related to content creation. 50 percent writing a research paper for the audience
Primary literature:	marshal McLuhan , Understanding Media: The Exceptions of Man marshal McLuhan . (1968) The Medium is the Message Diminick , Joseph R., The Dynamics of Mass Communication/Media in the Digital Age, UET Press , Tirana, 2010.
Additional literature:	Snyder , Robert.W . (1994) “The vaudeville circuit : A prehistory of the mass

audience". Audiencemaking : how the media
 Create the audience.
 Start Hall, Encoding , decoding , The Cultural Studies Reader . Edited by
 Simon Durgin , Reutledge .
 John Fiske . (1989) “ Understanding Popular
 Culture .” The Audience Studies Reader .

Curriculum development

WEEK	The lecture that will be held
<i>First week:</i>	Introduction to the course syllabus, introduction to Audience Research Presentation of the subject: objectives, expected results and the importance of audience research. Basic concepts: definition of audience, types of audiences and their impact on media strategies .
<i>Second week:</i>	Audience research approaches and methods
<i>Third week :</i>	Questionnaire construction, survey techniques, drafting interview and focus group guidelines for measuring attitudes
<i>Fourth week:</i>	Audience demographics
<i>Fifth week:</i>	Using audience research data and interpreting it
<i>Week six :</i>	The role of new media and audience research
<i>Seventh week:</i>	Assigning a topic for audience research and discussing the project
<i>Week eight:</i>	Media content analysis

<i>Week nine:</i>	The influence of the media on the audience
<i>Week ten:</i>	Ethical and legal aspects of audience research
<i>Week eleven</i>	Applying audience research
<i>Week twelve :</i>	Data analysis and interpretation
<i>Thirteenth week</i>	Final project: Audience research
<i>Week fourteen</i>	<i>RECAPITULATION</i>

Academic policies and code of conduct

The student is obliged to attend lectures and if the student does not attend classes regularly (absent more than three times), he/she may not be allowed to take the final exam. Plagiarism and copying in exams are punishable. The code of conduct applies to both students and teachers.

MASTER

BRANCH: JOURNALISM

STUDY PROGRAM: MA

SUBJECT SYLLABI :

1. TITLE The Subject : DIGITAL MARKETING IN COMMUNICATION

INFORMATION BaSiC ABOUT SUBJECT	
Unit academic :	Faculty The PHILOLOGICAL
TITLE The subject :	Digital marketing in communication
Level :	MA
StatUS The subject :	O
Year of studies :	Year II, Semester IX
Number of hours per week:	2 +2
credits :	8
Time / Place:	According to TIMETABLE
Teacher :	Prof.Asst.Dr. Gëzim Qerimi
of RECORDS contact :	
Description The subject :	Digital Marketing Course IN communication focus IN theories , strategies AND marketing practices IN PLATFORM digital AND the way how those integrated IN modern organizational , public communication AND The module will deal the role of networks social , content OF THE sponsored , advertising digital , optimization ABOUT engine search (SEO), email marketing AND FITNESS THE THE data (analytics) for improving strategies THE communication . Subject explores also CHALLENGE ethical , legal AND public THE marketing digital .
Course objectives :	

Expected results THE learning :	
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Student workload (must be consistent with the student's learning outcomes)

ACTIVITY	hour Teaching	Days / Weeks	in total
Lectures	2 (90 mins)	15	22.5
Theory / Work IN Laboratory / Exercises			
working practice			
Preparation for intermediate test	15	1	15

Consultations with the teacher	10 minutes 15	2.5
Work in FIELD		
Test, seminar paper	8 2	16
Homework	3 15	45
sparring individual (in library or at home)	3 15	45
Preparation for the final exam	5 1	5
Assessment time (test , quiz , final exam)	5 2	10
Projects , presentations, etc.	1 2	2
Total		177.5 hours

Teaching methods :	<p>This module is for purpose :</p> <ul style="list-style-type: none"> - To develop THE STUDENTS knowledge THEORY AND practice ABOUT FITNESS strategic THE marketing digital IN communication ; - To prepare STUDENTS ABOUT THE designed AND MANAGE campaign digital THE communication ; - To URGE Skill analytical ABOUT MEASURE AND interpretation of results THE campaigns digital ; - To Grow ACCESS Critique THEir PRACTICE THE marketing digital IN contexts public AND cultural .
Evaluation methods :	<p>10% Participation 20% Participation asset IN exercise 40% Presentation 30% Exam</p>
LITERATURE primary :	<p>Ryan, D. (2016). Understanding Digital Marketing. Kogan Page.</p> <p>Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing. Pearson Education . Lecture notes and additional material .</p>
LITERATURE additional :	<p>Tuten, TL, & Solomon, MR (2017). Social Media Marketing. Sage.</p> <p>Kotler, P., Kartajaya , H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity. Wiley.</p> <p>Strauss, J., & Frost, R. (2016). E-Marketing. Routledge.</p>

Design The PLAN TEACHING	
WEEK	Lecture title
Week 1:	Introduction to digital marketing and strategic communication

Week 2:	Social networks and their role in digital marketing
Week 3:	SEO and content optimization for search engines
Week 4:	Advertisement digital (Google Ads, Meta Ads, etc.)
Week 5:	Email marketing and automation
Week 6:	FITNESS of analytics and iNTERPRETATION The THE DATA
Week 7:	Multimedia content creation and management
Week 8:	Ethics and Privacy IN marketing digital
Week 9:	Influencer marketing
Week 10:	E-commerce and marketing digital
Week 11:	Digital campaigns in the public sector and NGOs
Week 12:	Case study (Kosovo or international case)
Week 13:	Recapitulation AND preparation ABOUT final project
Week 14:	Test
Week 15:	Closing the case

Academic policies and code of conduct

Academic policies and rules of conduct: Standard

MASTER
 DEPARTMENT OF JOURNALISM
 STUDY PROGRAM: JOURNALISM AND PUBLIC RELATIONS
 COURSE SYLLABUS:

1. Course title: COMMUNICATION IN THE PUBLIC SPHERE

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	Communication in the public sphere
Level:	MA
Case status:	O
Year of studies:	2nd Year, 3rd Semester
Number of hours per week:	2 +2
ECTS credits:	7
Time / Place:	
Teacher:	Teacher: Prof. Asst.Dr. Muhamet Jahiri Assistant: MA Blerta Dibrani
Contact details:	muhamet.jahiri@uni-pr.edu blerta.dibrani@uni-pr.edu
Course description:	<p>This course provides knowledge about a very important aspect of public relations, that of communication in the public sphere. It is designed in such a way as to equip you with the theoretical and practical part of communication in the public sphere. In this course, in addition to the concept of the public, the public sphere will also be discussed about the discourse and forms of communication in this sphere.</p> <p>In addition to reading, this course offers students the opportunity to write and prepare themselves for communication in the public sphere. Students will learn about the importance of personal and professional communication, in groups and in public. They will be introduced to strategies for overcoming fear during lecturing and presenting professional speeches. How to research the audience and how to adapt to different socio-cultural conditions. They will also be introduced to methods of creating public opinion and using persuasive mechanisms of communication in the public sphere.</p>
Course objectives:	<p>This course will help students build, develop and test their skills in the field of public communication. It will also stimulate critical thinking with the aim of developing, composing and discussing various speeches that have been made or spoken. At the end of this course, students should be able to recognize the audience they are addressing.</p>

Expected learning outcomes:

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Class hoursDay/Week	in total
Lectures	2 (90min) 15	22.5
Theory/Laboratory work/Exercises		
Practical work		
Preparation for intermediate test	15 1	15
Consultations with the teacher	10 minutes 15	2.5
Field work		
Test, seminar paper	8 2	16
Homework	2 15	30
Individual tuition (in the library or at home)	3 15	45
Preparation for the final exam	5 1	5
Assessment time (test, quiz, final exam)	5 2	10
Projects, presentations, etc.	1 2	2
Total		162.5 hours

Teaching methods:	Lectures will be divided into lecture, assignments, and interactive parts.
Evaluation methods:	5% Participation 15 % Test 20% Exercises 20% Seminar (seminar submitted before the exam) 40% Final exam
Primary literature:	Lamerton, Lucas (2004): Complete Guide to Public Speaking. Speak in Public with Confidence. Glasgow: Open Collins Publishers Lucas, Stephen E. (2010): The Art of Public Speaking. Tirana. UET Press Luhmann, Niklas & Giorgi, Raffaele de (2016): Theory of Society. Tirana. West Print Papa, Michael J./ Daniels, Tom D./ Spiker, Barry K (2009): Organizational Communication. UET Press, Tirana Jurgen Habermas: The new transformation of the public sphere and deliberative politics

Additional literature:	<p>Smith, Roland D. (2004): Strategic Planning for Public Relations. Lawrence Erlbaum Associates. USA</p> <p>Marconi, Joe (2010): Public Relations. UET Press, Tirana</p> <p>McNair, Brain (2009): Introduction to Political Communication. Tirana: UET press 2009</p>
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Curriculum development

WEEK	Lecture title
Week 1:	Communication in the public sphere
Week 2:	Public opinion
Week 3:	The art of public speaking
Week 4:	Initial concept
Week 5:	Overcoming fear
Week 6:	Planning a lecture
Week 7:	Audience analysis and research
Week 8:	Ideas/ points, organization, conclusions)
Week 9:	Test week
Week 10:	Other supporting materials
Week 11:	Informative lectures
Week 12:	Persuasive/argumentative lectures
Week 13:	Great lecturers and speeches
Week 14:	Third research
Week 1 5:	Briefing

Academic policies and code of conduct

Academic policies and rules of conduct: Standard

Course title: MEDIA AND LAW

Basic information about the subject	
Academic unit:	Faculty of Philology
Course title:	Media and Law
Level:	Master
Case status:	O
Year of studies:	2024-2025
Number of hours per week:	2+2
ECTS credits:	7 ECTS
Time / Place:	
Teacher:	Assoc. Prof. Dr. Arben Fetoshi
Contact details:	arben.fetoshi@uni-pr.edu
Course description:	<p>“Media and the Right” provides basic knowledge on issues related to the legal framework of media regulation, but without violating freedom of expression as a fundamental right. Therefore, the course is designed in such a way as to elaborate on the process of media transformation in relation to its functions towards the public while maintaining ethical and professional principles. Through the examination of media law sources and literature by Western authors, communication professionals will increase their skills in dealing with legal challenges that are becoming increasingly frequent as a result of the impact of internet technology. New media platforms and their freedom as a prerequisite for democratic societies also determine the need for careful legal regulation, especially of issues such as intellectual property, defamation and insult, privacy, confidentiality, etc.</p>
Course objectives:	<p>The course “Media and Law” will be delivered in the form of lectures and debates, with the aim of strengthening students’ knowledge and critical judgment. The aim of the course is to equip them with solid knowledge on the challenging relationship between legal regulation and media freedom as a fundamental value of democratic societies. Through the content and seminars as part of the course assignments, students will be prepared for the professional challenges they may face as media professionals.</p>
Expected learning outcomes:	After completing the course, students will be able to:

	- Identify and explain key concepts;
	- apply the acquired knowledge in various professional tasks related to the legal aspect;
	- recognize and describe the legal challenges in the work of the media and journalists;
	- Analyze, evaluate and compare the effectiveness of the legal framework for media activity.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Teaching hours Day/Week	in total
Lectures	2 15	30
Theory/Laboratory work/Exercises	2 15	30
Practical work		
Preparation for intermediate test	2 1	2
Consultations with the teacher	30 minutes 15	7.5
Field work		
Test, seminar paper	20 2	40
Homework	2 15	30
Individual tuition (in the library or at home)	2 15	30
Preparation for the final exam	5 1	5
Assessment time (test, quiz, final exam)	1 2	2
Projects, presentations, etc.	1 2	2
Total		178.5

Teaching methods:	The course "Media and Law" will be developed using a combined method consisting of lectures, discussions in the form of debates, and the preparation of seminars by students.
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Evaluation methods:	<p>Student evaluation will be based on the following formula:</p> <ol style="list-style-type: none"> 1. Active participation 10% 2. Exercises (homework) 20% 3. Collofium / Seminar 30 % 4. Final exam 40% <p>TOTAL: 100%</p>
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	<ul style="list-style-type: none"> • Participation does not only mean attendance, students will be evaluated based on the quality of comments, attention, attitude, and behavior in class. • Within the framework of the exercises, students are required to complete individual or group tasks such as: Analysis / Essay / . • A seminar is a research paper on a specific topic, which the student submits by the end of the semester.
Primary literature:	<ol style="list-style-type: none"> 1. Brikena Kasmi, Media Law, DITA PRINT, Tirana, 2017 2. Introduction to Media Law, https://old.o94.at/wp-content/uploads/Introduction-to-Media-Law_EN.pdf
Additional literature:	<ol style="list-style-type: none"> 1. Media Law, <i>handbook series</i> , United States Department of State 2. Jacob Rowbattom, Media Law 3. GenelleBelmas, Wayne Overbeck, Major Principles of Media Law, CENGAGE Learning, 2014 4. Monroe E. Price, Stefaan G. Verhulst, Libby Morgan, Routledge Handbook of Media Law, Routledge, 2013

Curriculum development	
WEEK	Lecture title
Week 1:	<ul style="list-style-type: none"> • Introduction to Media Law <i>(theoretical background: the relationship between Freedom of Expression and Freedom of the Media, key concepts)</i>
Week 2:	<ul style="list-style-type: none"> • The legal system and sources of Media Law <i>(legal framework: legal acts at national and international level, implementation mechanisms)</i>
Week 3:	<ul style="list-style-type: none"> • Media Freedom (USA, Europe and Kosovo) <i>(First Amendment: history and scope, regulation and current challenges in the EU Acquis)</i>
Week 4:	<ul style="list-style-type: none"> • A Framework for Free Media

	<i>(Regulatory and self-regulatory mechanisms, rights and responsibilities of journalists)</i>
Week 5:	<ul style="list-style-type: none"> • The role and functions of the Media <i>(Guardianship function, democratic functions, media as a platform and educational content)</i>
Week 6:	<ul style="list-style-type: none"> • Legal challenges of media transformation in Kosovo <i>(The effects of the Internet and the relationship between the legal framework of Kosovo and European legislation in the field of media - Audiovisual Media Services Directive, European Charter on Freedom of the Press, EBU)</i>
Week 7:	<ul style="list-style-type: none"> • Intermediate Test
Week 8:	<ul style="list-style-type: none"> • Media and the protection of personal rights <i>(Legal framework for human rights: international, European and national acts. Privacy, Insult, Defamation, etc.)</i>
Week 9:	<ul style="list-style-type: none"> • Intellectual Property <i>(Intellectual Property in Kosovo and the EU, Law on Copyright and Related Rights)</i>
Week 10:	<ul style="list-style-type: none"> • New Media and Citizen Journalism <i>(Media Malfunctions and Regulatory Challenges)</i>
Week 11:	<ul style="list-style-type: none"> • Bloggers and the Blogosphere <i>(Social media and the blogosphere as the last bastion of free speech)</i>
Week 12:	<ul style="list-style-type: none"> • Media and Information Society <i>(Free exchange of information and empowerment of civil society, do we need an integrated legal framework in the era of digital communication?)</i>
Week 13:	<ul style="list-style-type: none"> • Media as an EU criterion for enlargement countries

	<i>(Media freedom and pluralism, ownership concentration as a legal challenge, and ethical and professional principles of Journalism)</i>
Week 14:	<ul style="list-style-type: none"> • Seminar presentation (Socratic debate)
Week 15:	<ul style="list-style-type: none"> • Summary discussion about the subject

Academic policies and code of conduct

Laptops and tablet computers are permitted to be used quietly for note-taking; other activities, such as checking personal email or browsing the Internet, are prohibited. Cell phones/smartphones and other electronic devices (e.g., iPods) must be turned off (or set to vibrate) and not displayed during class. All are expected to be polite and respectful of others during discussions, and to refrain from using foul language. Students are required to attend lectures and exercises. The assignments resulting from these classes are mandatory and are part of the student's overall assessment.

Course title : **Media content creation skills**

Basic information about the subject	
Academic unit:	Faculty of Philology – Department of Journalism
Course title:	Media content creation skills
Level:	Master
Case status:	E
Year of studies:	Year II, Semester IX
Number of hours per week:	2 + 0
ECTS credits:	4
Time / Place:	
Teacher:	Prof.Asst. Dr. Faton Ismaji,
Contact details:	faton.ismajli@uni-pr.edu
Course description:	The course "Media Content Creation Skills" is designed to develop students' skills in analyzing, designing and producing content for traditional and new media, including social platforms (Facebook , Twitter , Instagram , YouTube), email , websites and other interactive portals . Students are trained theoretically and practically in creating content tailored for these platforms, taking into account the specific needs of audiences in the context of the media market in Kosovo and beyond.
Course objectives:	digital media platforms . To equip students with knowledge of theories and best practices in content creation.
Expected learning outcomes:	Students: Understand and analyze the basic theoretical and practical concepts of content creation for traditional and online platforms , including writing and producing content in the media. Develop strategies and research for media content , They create content for various media, such as social platforms (Facebook , Twitter , YouTube), blogs , and websites.

Effectively manage and produce content using content management platforms.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	hour	Day/Week	in total
Lecture	2	15	30
Theoretical/laboratory exercises	2	15	30
Teacher contacts/consultations	15 minutes	3	45 minutes
Colloquia , seminars	6	1	5
Homework	1	5	5
Student's personal study time (in the library or at home)	1	15	15
Final exam preparation	12	1	10
Time spent on assessment (tests, quizzes, final exam)	2	2	4
Projects, presentations , etc.	1	2	2
Lecture	2	15	30
Theoretical/laboratory exercises	2	15	30
Total			104.45 hours = 4 ECTS

Teaching methods:

The teaching methodology is based primarily on lectures and exercises in the classroom. Students taking this course have the opportunity to attend lectures interspersed with exercises, as well as interactive hours of discussions on their independent works. Students receive assessment points that are counted in the construction of the final grade through assignments in class and at home and through independent work in the production of writings. Counseling is an integral part of the teaching methodology, especially in the phases when students prepare their works.

Evaluation methods:

-20% active participation which includes student engagement in discussions, interactive activities and their contribution to the group.
 30% presentation to be prepared by a student or a group on topics related to content creation.
 30 percent writing a paper on the chosen topic that should demonstrate a deep understanding of the principles of content creation and their application in practice.

	20 percent final exam
Primary literature:	<ol style="list-style-type: none"> 1. Bell , Julia and Magrs , Paul . The Creative Writing Course-Book . London : Macmillan , 2001. 2. Bailey , Tom . On Writing Short Stories . USA: OUP, 2010. Print . Morley , David . The Cambridge 3. Companion to Creative Writing . Job: Cambridge University Press India Ltd. , 2012.
Additional literature:	<ol style="list-style-type: none"> 4. Writing Instructions with Handbook , SENIOR CONTRIBUTING AUTHORS MICHELLE BACHELOR ROBINSON, SPELLMAN COLLEGE MARIA JERSKEY, CITY UNIVERSITY OF NEW YORK FEATURING TOBY FULWILER <p>https://assets.openstax.org/oscms-prodcms/media/documents/WritingGuide-WEB.pdf</p>

Curriculum development	
WEEK	Lecture title
<i>First week:</i>	Explanation of the course syllabus, discussion of key concepts of content creation
<i>Second week:</i>	media content creation (Definition of content creation and its importance for traditional media and new media).
<i>Third week :</i>	Theories and principles related to media content creation skills
<i>Fourth week:</i>	Developing a content creation strategy
<i>Fifth week:</i>	Creating content for social media
<i>Week six :</i>	Writing for various media
<i>Seventh week:</i>	Creating visual and graphic content within the framework of media content
<i>Week eight:</i>	Content adaptation for interactive platforms
<i>Week nine:</i>	Ethics and responsibility in content creation
<i>Week ten:</i>	Using data for content production

	Content performance measurement and analysis
<i>Week twelve :</i>	Adapting content for different audiences
<i>Thirteenth week</i>	<i>Using technology to create media content</i>
<i>Week fourteen</i>	Presentation of final projects
Week 15:	RECAPITULATION

Academic policies and code of conduct

The student is obliged to attend lectures and if the student does not attend classes regularly (absent more than three times), he/she may not be allowed to take the final exam. Plagiarism and copying in exams are punishable. The code of conduct applies to both students and teachers.

MASTER
BRANCH: JOURNALISM
STUDY PROGRAM: MA

1. Course title: AI and communication

Basic information about the subject	
Academic unit:	Faculty of Philology, Department of Journalism
Course title:	AI and communication
Level:	MA
Case status:	Elective
Year of studies:	2nd year, 9th semester, Master
Number of hours per week:	2 + 2
ECTS credits:	4
Time / Place:	According to schedule
Teacher:	Assoc. Prof. Dr. Alban Zeneli
Contact details:	alban.zeneli@uni-pr.edu
Course description:	<p>This course explores the growing impact of artificial intelligence (AI) in the field of media communication and public relations. Students will be introduced to the basic principles of AI, its practical applications in content production, data analysis, service automation, and personalization of messages for audiences.</p> <p>The course focuses on how AI is transforming journalism – from automated news reporting to the use of algorithms for content distribution – as well as its role in communication and PR campaigns. In-depth discussions will be devoted to ethics, transparency, potential disinformation generated by AI tools, and new challenges for communication professionals.</p> <p>This course also focuses in detail on the transformation that artificial intelligence is bringing to the field of journalism and strategic communication. In journalism, the role of AI in automating news reporting will be examined, analyzing platforms that create structured texts based on big data, as well as the impact this has on the speed, accuracy and originality of media content. Students will also analyze how algorithms are behind the curation of news, its distribution on social networks and the creation of “information bubbles”</p>

	that influence public perception.
Course objectives:	<p>The fundamental goal of this course is to provide students with structured and up-to-date knowledge on the growing role of artificial intelligence in the fields of journalism and public relations. The course aims to create a clear understanding of the basic concepts of AI, how algorithms work, generative content models and digital tools that are now widely used in the industry to produce, analyze and distribute communication messages.</p> <p>Through this course, students will develop analytical and practical skills to use AI technologies creatively and purposefully in professional contexts. They will learn to apply smart tools in building communication strategies, analyzing audience data, creating automated content, and managing interaction on digital platforms. The course also aims to foster critical thinking about the reliability of technology, helping students understand the limits and opportunities that AI brings to contemporary communication environments.</p> <p>Finally, an important goal of the course is to raise students' ethical and professional awareness in relation to the use of artificial intelligence. The course equips students with knowledge on key issues such as algorithmic transparency, information manipulation, disinformation, digital discrimination and privacy protection. In this way, it is intended that students are prepared not only as users of new technologies, but also as responsible professionals aware of the impact of AI-mediated communication on society.</p>

Expected learning outcomes:	<p>The student must have essential knowledge of the fundamental theories of so-called artificial intelligence and how they are applied in the field of communication and media.</p> <p>AI tools and algorithms on the production, processing and distribution of media content and communication strategies.</p> <p>Identify and evaluate the benefits and risks of using artificial intelligence in journalism and public relations.</p>
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Use practical AI tools (such as chatbots, generative platforms, data analysis) in content creation and audience communication management.

Apply ethical principles and professional standards in evaluating the use of AI in various public communication situations.

Develop critical skills to distinguish between human-generated and machine-generated content, and to manage the challenges of fake news and AI-generated disinformation.

To design and present integrated communication projects that use artificial intelligence strategically, effectively and sustainably.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Class hoursDay/Week		in total
Lectures	2 (90 mins.)	15	22.5
Theory/Laboratory work/Exercises			
Practical work	2 (90 mins.)	15	22.5
Consultations with the teacher	8 minutes	15	2
Test, seminar paper	8	1	8
Homework	1	15	15
Individual tuition (in the library or at home)	2	15	30
Assessment time (test, quiz, final exam)	5	1	5
Projects, presentations, etc.	1	1	2
Total			107 hours

Teaching methods: Teaching in this course is focused on lectures and exercises. Lectures use the method of explanation and interactive methods. At the end of the lectures, students receive assignments that they must do at home and discuss in the following class with the teacher. These assignments can also be larger team projects, related to any of the forms of media studies.

Evaluation methods:

Active participation and class discussions (10%)
 Student engagement in debates on topics covered in lectures, critical analysis of cases, and contribution to interactive sessions are assessed.

Individual practical assignments (20%)
 Students must complete a practical assignment that involves the use of an artificial intelligence tool (e.g. ChatGPT, Canva AI, Notion AI, etc.) for

	<p>communication purposes, accompanied by a critical analysis of the benefits and limitations of its use.</p> <p>Analytical essay (20%) The essay should address a current issue related to the impact of AI on journalism, PR or media ethics. Clarity of argument, theoretical analysis and use of relevant sources are assessed.</p> <p>Group research project (25%) Students, in groups, will design and conduct research that focuses on the integration of AI tools in journalism and Public Relations offices in specific Kosovo or international cases.</p> <p>Final exam (25%) The exam will include short essay questions or cases that test theoretical understanding and the ability to apply knowledge to real-world situations.</p>
Primary literature:	<p>Literature:</p> <ul style="list-style-type: none"> • "Artificial Intelligence and Journalism: Risk, Opportunities and Challenges", Francesco Marconi, Columbia University Press, 2020 • "The Age of AI: And Our Human Future", Henry A. Kissinger, Eric Schmidt & Daniel Huttenlocher, Little, Brown and Company, 2021 • "Public Relations and Artificial Intelligence: Understanding and Navigating the Ethical Landscape", Simon Moore & Sandra Watson, Routledge, 2022
Additional literature:	<ul style="list-style-type: none"> • "Automating the News: How Algorithms Are Rewriting the Media", Nicholas Diakopoulos, Harvard University Press, 2019 • "AI in the Wild: Sustainability in the Age of Artificial Intelligence", Peter Dauvergne, MIT Press, 2020 • "Data Journalism: Past, Present and Future", John Mair, Richard Lance Keeble & Megan Lucero, Abramis Academic Publishing, 2017 • "Artificial Intelligence for Media: How AI is Changing Journalism and Public Relations", Francesco Paulo Marconi, Online Resource/Quartz AI, 2019

Curriculum development	
WEEK	Lecture title
Week 1:	Discussion about the syllabus. Definition of AI
Week 2:	News Automation: The Role of AI in Journalistic Content Production
Week 3:	News distribution algorithms and their impact on public opinion
Week 4:	Chatbots in institutional communication and PR
Week 5:	Ethics of using AI in media and communication

Week 6:	role of AI in FIGHT ANTI disinformation
Week 7:	Personalization of content for the audience through artificial intelligence
Week 8:	Using AI in sentiment analysis and public reactions
Week 9:	Data journalism and artificial intelligence
Week 10:	The impact of AI on crisis and reputation management processes
Week 11:	The role of AI in building media brands and storytelling
Week 12:	Privacy and data protection in the age of AI
Week 13:	The boundary between human-generated and AI-generated content
Week 14:	The use of AI in election campaign communication
Week 15:	The future of communication professions in the age of AI

Academic policies and code of conduct

The student is obliged to attend lectures and exercises. If the student does not attend classes regularly (is absent more than three times), then the signature is not obtained. Plagiarism and copying in exams are punishable; the student receives a negative grade. The code of conduct applies to both students and teachers.

MASTER
BRANCH: JOURNALISM
STUDY PROGRAM: MA

1. Course title: INFORMATION DISORDER AND POST-TRUTH

Basic information about the subject	
Academic unit:	Faculty of Philology, Department of Journalism
Course title:	Information disorder and post - truth
Level:	MA
Case status:	Elective
Year of studies:	2nd year, 9th semester, Master
Number of hours per week:	2 + 2
ECTS credits:	4
Time / Place:	According to schedule
Teacher:	Assoc. Prof. Dr. Alban Zeneli
Contact details:	alban.zeneli@uni-pr.edu
Course description:	<p>COVID-19 once again highlighted the problem of information disorder, disinformation, misinformation and misinformation, which are affecting citizens in the way they are informed, and also creating distrust in society towards the media and journalists. Kosovo society is not immune to these developments, and the high percentage of social media use makes it necessary for these to be discussed and studied in the Department of Journalism. These challenges of the circulation of false information, along with true information, in the post-truth era, where the concept of truth has changed and facts do not have the same weight, have led to a situation where it is more difficult to decide what to believe and whom to trust. Consequently, the impact of disinformation is evident. The circulation of disinformation and its use is not something new to humanity, but the difficulty of assessing the quality of information, especially due to social media, has increased. Newer forms of manipulation, such as deepfakes and cheapfakes, will also be addressed. This course will examine the phenomenon of information disorder from sociological and historical perspectives, as well as examine ways to evaluate and verify media content . In this course, students will also develop critical thinking skills to make essential distinctions between news, opinions, entertainment, advertising, and propaganda.</p>

Course objectives:

The purpose of this course is to provide master's level students with an initial in-depth understanding of information disorder and the post-truth era. Through a discussion of the three main forms of information disorder, disinformation, misinformation, and disinformation, students will learn about the ways in which information is manipulated and the impacts of these manipulations on society. This course will also introduce students to newer forms of manipulation, such as deepfakes and cheapfakes, as well as ways to deconstruct them, and fact-checking, as an important process in today's era. All of these will extend to the post-truth era.

In addition to acquiring in-depth knowledge, the course aims to prepare students for two other levels of knowledge creation: applying acquired knowledge in their own and group research and creating critical thinking about developments in the field of information disorder.

Expected learning outcomes:

The student must have essential knowledge of information, press, media and propaganda theories.

It can identify sources of false or misleading information across a variety of media platforms.

He will be able to evaluate news and information in general, following the steps for evaluating and verifying information.

He will understand how information/news is created and distributed in various media, including social media.

He will understand the changes in truth, in the post-truth era, as well as

In this course, you will develop critical thinking skills and distinguish between news, opinion, entertainment, publicity, and propaganda.

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	Class hoursDay/Week	in total
Lectures	2 (90 mins.) 15	22.5
Theory/Laboratory work/Exercises		
Practical work	2 (90 mins.) 15	22.5
Consultations with the teacher	8 minutes 15	2
Test, seminar paper	8 1	8
Homework	1 15	15

Individual tuition (in the library or at home)	2 15	30
Assessment time (test, quiz, final exam)	5 1	5
Projects, presentations, etc.	1 2	2
Total		107 hours

Teaching methods:	Teaching in this course is focused on lectures and exercises. Lectures use the method of explanation and interactive methods. At the end of the lectures, students receive assignments that they must do at home and discuss in the following class with the teacher. These assignments can also be larger team projects, related to any of the forms of media studies.
Evaluation methods:	<ol style="list-style-type: none"> 1. During the semester, the student, in collaboration with the professor, receives a topic for a seminar paper [homework model]. The paper is evaluated at 30 points out of 100 points for the final grade. The student cannot take the exam without submitting the seminar paper. 2. After lectures, students receive assignments which they are required to do at home and practice during practice hours. 3. After the end of the semester, the final assessment is done through oral questions and answers. <p>Rating points: Regular attendance and activity in lectures: 10% Seminar paper: 30%. Regular attendance and activity in exercises: 20% Final assessment (question-answer or oral): 40%.</p>
Primary literature:	<p>LITERATURE</p> <ul style="list-style-type: none"> • Matthew D'Ancona- Post-Truth, Point without surface, 2021 • Jurgen Habermas – The new transformation of the public sphere and deliberative politics, Dukagjini, 2023.
Additional literature:	<ul style="list-style-type: none"> • Bill Kovach & Tom Rosenstiel, Elements of Journalism , ISHM, 2009; • Johan Farkas & Jannick Schou. Post-Truth, Fake News and Democracy: Mapping the Politics of Falsehood, Routledge, 2020; • Brian McNair. Fake News: Falsehood, Fabrication and Fantasy in Journalism, Routledge, 2018; • Michael A. Peters, Sharon Rider, Mats Hyvwnen & Tina Besley . Post-Truth, Fake News: Viral Modernity & Higher Education, Springer, 2018; Lesley SJ Farmer, Fake News in Context, Routledge, 2021; • Milos Gregor & Petra Mljenkova , Challenging Online Propaganda and Disinformation in the 21st Century, Palgrave, 2021; • Barclay Donald A, Fake news, propaganda, and plain old lies : how to find trustworthy information in the digital age, Lanham : Rowman & Littlefield, 2018 • Propaganda & persuasion, Jowett Garth, O'Donnell Victoria, Sage, 2019

Curriculum development	
WEEK	Lecture title
Week 1:	Discussion about the syllabus. Definition of information disorder
Week 2:	False narratives as drivers of disinformation
Week 3:	False non-Western narratives about Kosovo
Week 4:	Types of disinformation: Disinformation, misinformation and misinformation in local and global contexts
Week 5:	Information in the post-truth era
Week 6:	Behind the truth and fact-checking
Week 7:	Deconstructing the news
Week 8:	The Power of the Image: Deconstructing Photographs
Week 9:	Audiovisual Manipulations: Deepfakes & Cheapfakes
Week 10:	Social media and disinformation
Week 11:	“Digital Native” – digital identity
Week 12:	Problems in modern journalism/time and space limitations
Week 13:	Propaganda and the fragmentation of society
Week 14:	Propaganda and conspiracy theories
Week 15:	Course review and repetition

Academic policies and code of conduct

The student is obliged to attend lectures and exercises. If the student does not attend classes regularly (is absent more than three times), then the signature is not obtained. Plagiarism and copying in exams are punishable; the student receives a negative grade. The code of conduct applies to both students and teachers.

MASTER
BRANCH: JOURNALISM
STUDY PROGRAM: MA
SUBJECT SYLLABI :

1. Course title: RESEARCH METHODS IN COMMUNICATION SCIENCES

INFORMATION BaSiC ABOUT SUBJECT	
Unit academic :	Faculty of Philology, Department of Journalism
TITLE The subject :	RESEARCH METHODS IN COMMUNICATION SCIENCES
Level :	MA
StatUS The subject :	OBLIGATORY
Year of studies :	2 year, 10th semester, Master
Number of hours per week:	2 + 1
credits :	5
Time / Place :	According to TIMETABLE
Teacher :	Assoc. Prof. Dr. Alban Zeneli
of RECORDS contact :	alban.zeneli@uni-pr.edu
Description The subject :	<p>Scientific discoveries are experiences in which everyone can find pleasure. This is especially true for the social sciences, because valuable and important lessons can be learned. Learning why people think, communicate, and behave in different ways means creating powerful methods for improving the quality of our lives and the lives of generations to come. What can children learn in schools so that they don't become addicted to smoking when they grow up? What soccer game practices can we design so that players perform better? What can a political candidate say in an electoral campaign to win elections? How can we eliminate racism and gender inequality? The social sciences can provide answers to all these questions and many more, enabling society to maximize individual well-being and collective harmony. Speculations about the nature and causes of human behavior and cognition are often wrong. Only if we evaluate our instincts objectively using scientific methods can we distinguish illusion from reality.</p>
Course objectives :	The purpose of this course is to present the tools with which such work can be done. This course will address key theoretical, practical and ethical issues in the field of scientific research. Students will have the

opportunity to examine, review and reflect on specific methods of scientific research in communication studies. We will cover various techniques for data collection, analysis and reporting of results. Particular importance will be given to the four phases of the scientific research process; research preparation, implementation and analysis and reporting. Since scientific research is never free from values, this course will also address ethical issues that must be taken into account during the scientific research process.

Expected results THE learning :

At the end of the semester, participants should be able to:
 Know the basic concepts and approaches in scientific research
 Reflect on the connection between theory and practice in scientific research in the social sciences
 Understand how scientific research can be applied in the field of communication
 Have the capacity to prepare and implement a research plan
 Have the skills to formulate arguments and analyze and present results on the results
 Reflect on ethical issues in scientific research

Student workload (must be consistent with the student's learning outcomes)

ACTiViTY	hour Teaching	Days / Weeks	in total
Lectures	2 (90 mins)	15	22.5
Theory / Work IN Laboratory / Exercises			
working practice	1 (45 minutes)	15	11.25
Consultations with the teacher	10 minutes	15	2.5
Work in field / monitoring	1	15	15
Test , paper The WORKSHOP	8	2	16
task HOUSE	2	15	30
sparring individual (in library OR IN house)	2	15	30
Projects , presentations , etc.	1	3	3
Total			130.5 hours

Teaching methods :

Teaching in this course is focused on lectures and homework. Lectures use the explanation method and interactive methods. At the end of the lectures, students receive assignments they must do at home and discuss in the next class together with the teacher. These assignments can also be larger team projects, which are related to any of the forms of communication studies. Lectures focus on three aspects: 1. students acquire in-depth knowledge of media criticism 2. students acquire the ability to apply the learned theories to new practices;

	<p>homework and joint projects are related to the application of the acquired knowledge to practices; and 3. students create their own critical thinking about developments in media criticism and the applications they have practiced.</p>
<p>Evaluation methods :</p>	<p>Evaluation method :</p> <p>Presence and commitment in lecture and exercises 10 points Test task - Project research (800 - 1000 words, of surrender no more FAR that the sixth lecture according to the program and to be argued from the student in class from 5 to 10 minutes) 10 points Exercises 10 points Research paper (2500 – 3000 words, due by 20.12.2024) 40 points Written exam 30 points Total 100 points</p> <p>Explanation: Attendance at lectures provides you with 10 points valid for the final grade. There will be frequent exercises in class because the interest of this subject lies in its practical application.</p> <ul style="list-style-type: none"> • The test task aims to encourage students in expression and spelling. For this reason, it will be written by hand in class and not in Word on a PC in order to see the level of each student and the possibility for improvement if necessary. • Research project where you are required to develop a research plan for a topic. In this project you must: summarize the literature and sources that you think will answer the chosen question; elaborate the question posed; find the problematic of the topic ; raise different hypotheses; define the methods and the path that will lead you to the extended research paper. • The research paper should be the result of classroom attendance, exercises, a research project, and consultation of the literature related to the subject. The topic chosen in the research project should be elaborated on in more detail, thus answering the question posed. In this way, the paper takes the form of a scientific paper.
<p>LITERATURE primary :</p>	<p>The text basic:</p> <ul style="list-style-type: none"> - Babbie Earl, The basics of social research, 8th edition, Belmont: Wadsworth Publishing, 1999 http://www.adsorth.com/cgiadsorth/course_products_ëp.pl?fid=M20b&product_isbn_issn=0534630367&discipline_number= - Kocani Alexander , Research Methods Sociological , Tirana , 2006 - Popper , Karl Works THE selected . Prepared by David Miller. Translated BY Aryan Starovo , Tirana (year) missing) - Frey, LR, Botan, CH, & Kreps, GL (2000). Investigating communication: An introduction to research methods (2nd ed.). Needham Heights, MA: Allyn & Bacon. -Rubin, RB, Rubin, AM, & Piele , LJ (1999). Communication research: Strategies and sources. (5th ed.). Belmont,
<p>LITERATURE additional :</p>	<ul style="list-style-type: none"> - Lindlof , TR, & Taylor, BC (2002). Qualitative communication research methods (2nd ed.). Thousand Oaks: Sage. - Very rich database with manuals, books, articles and other information related to method SURVEY scientific : http://gsociology.icaap.org/methods/books.htm

- Forum Qualitative Sozialforschung: <http://www.qualitative-research.net/index.php/fqs>
- Manual with explanations and data on research methods in the social sciences: <http://www.socialresearchmethods.net/kb/index.htm>
- Open-Access: http://open-access.net/ch_en/allgemeines/eaas_bedeutet_open_access/zeitschriften/

Design The PLAN TEACHING

WEEK	TITLE The lecture
Week 1:	Introduction: nature and purpose the researches scientific: searching human and science
Week 2:	Design the researches scientific, question explorative and formulation the assumptions
Week 3:	Sample, Types and Rationale
Week 4:	Conceptualization and Measurement
Week 5:	Ethics and politics of scientific research
Week 6:	Survey and survey – questionnaire formulation
Week 7:	First test task
Week 8:	Observation
Week 9:	Focus Group
Week 10:	Desk research
Week 11:	Content analysis / analysis discourse criticism
Week 12:	Adoption Of Methods About Type Of Science / Research Methods In Communication Science
Week 13:	Analysis Of Data
Week 14:	Reporting
Week 15:	Briefing

Academic policies and code of conduct

The student is obliged to attend lectures and exercises, if the student does not attend classes regularly (misses more than three times), then he/she will not receive a certificate. Plagiarism and copying in exams are punishable; the student will receive a negative grade. The code of conduct applies to both students and teachers.