



Course Syllabus

Basic Course Information	
Academic Unit:	Faculty of Education
Course Title:	Media education
Program	Primary Education
Level:	Bachelor
Course Status:	Optional
Year of Study:	Second (IV Semester)
Weekly Hours:	2+1
ECTS Credits	5
Time/Location:	Faculty of Education-UPZ
Instructor	Prof. Asoc. Dr. Elsev Brina - Lopar
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Course Description:	The media play a dominant role in the lives of young people. The pervasive presence of media and the mediatization of society primarily influence the formation of their identity. Being aware of this role, young people need to acquire certain skills, known as media literacy. This includes understanding and technically utilizing media tools and language, as well as the ability to differentiate between various media formats. Consequently, the subject <i>Media Education</i> involves analyzing information, values, and implicit messages conveyed by media, including newspapers, television, the internet, magazines, radio, films, and more. This subject examines the accuracy of these messages and how media—including advertisements and electronic games—shape our perspectives on politics, culture, and society.
Course Objectives	The purpose of Media Education for young people and students is thus built on four important pillars: 1. Media Knowledge (their informational aspect); 2. Media Usage (in an interactive manner); 3. Personal Creativity in Media (aesthetics, creation); 4. Media Critique (reflective, analytical, ethical analysis, etc.)

Learning Outcomes	Learning Outcomes:		
	Students will:		
	• Analyze various types of media, ranging from photography to newspapers, and more.		
	• Discuss the impact of the internet on social communication, as well as the role of mass media in democratic societies, exploring both its opportunities and risks.		
	• Engage in discussions to form personal judgments about events.		
	• Clearly distinguish commentary from assumptions and facts.		
	• Develop critical thinking skills.		
• Build a framework for reading and thinking critically about key media concepts.			
Student Workload			
Acitivity	Hours	Days/Week	Total
Lectures	2	1 – 15	30
Theoretical/Laboratory Exercises	2	1 – 15	30
Practical Work			
Consultations with Instructor	2	1 – 15	30
Fieldwork Exercises			
Colloquia, Seminars	4	1 – 2	8
Homework Assignments	2	1 – 8	16
Self-Study (Library/Home)	2	2 – 10	40
Final Exam Preparation	3	1 -3	9
Evaluation Time (tests, quizzes, etc.)	7	1 – 1	7
Total			
Teaching Methods	The course employs the following teaching methods: lectures, discussions, demonstrations, individual and group		

	work, seminars, etc., incorporating modern strategies and techniques such as: insert strategy, prediction with prior terms, cinquain, cubing, clustering, semantic feature analysis, concept mapping, Venn diagrams, two/three-part journals, thought maps, and other advanced teaching methods for effective mastery of the language and its standard.
Evaluation Methodology	**Assessment Method** **Percentage** Seminar 10% First Test 10% Second Test 10% Final Exam 70% Total: 100% <i>Percentage values:</i> • 50-60 = 6 • 61-70 = 7 • 71-80 = 8 • 81-90 = 9 • 91-100 = 10 <i>A percentage below 50 does not reach the passing grade</i>
Literature	
Primare Literature:	<i>Edukimi mediatik, Musai, Bardhyl, Gode, Jonida, Abdurrahmani, Tidita, Tiranë, 2011.</i> <i>Edukimi mediatik, Libri i nxënësit, Musai, Bardhyl, Gode, Jonida, Abdurrahmani, Tidita, Tiranë, 2011.</i> <i>Doraca për arsimtarë për zotrimin e mësimet bazik për mediat në Lëndën e gjuhës amtare, Media Instituti i Maqedonisë dhe Instituti për Demokraci "Societas Civilis"-Shkup Shkup, 2010</i> . <i>Aurora Gixhari, Metodatat efektive të komunikimit në mësimdhënie</i>

	(monografi), Tiranë, 2016 2. Grup autorësh, (2016), <i>Institutional Management and Integration of Information and Communication Technology in Teaching and Learning in Selected Kenyan Schools</i>, SKAP Journal. 3. Besiana Rexhepi, Agron Iljazi, <i>Edukimi mediatik, sfidë për demokracinë në shkollat e arsimit bashkëkohor</i>, Tetovë, 2016 Grup Autorësh, (2011), <i>Edukimi Mediatik</i>, Tiranë, fq.43. Musai, B (2011), <i>Edukimi Mediatik</i>, Tiranë, fq.284.
Additional Literature:	Durmishi. F, (2016), <i>Fëmijët dhe Kompjuteri</i>, Revista “Mësuesi”, Tiranë. Grup autorësh, (2013), <i>Komunikimi</i>, Tiranë, fq.28.

The designed lesson plan:		
Week	Lecture	Practice
Week One	<i>Media Education and Mass Media</i>	
Week two:	<i>Ethics in Media</i>	
Week three:	Basic Models of Media Education	
Week four:	Studying Media in the Classroom: Creative Assignments for Character Analysis	
Week fifth:	<i>Using Film as a Tool for Active Learning</i>	
Week six:	<i>Digital Media</i>	
Week seven:	<i>Biases (Stereotypes) in Media</i>	
Week eight:	ASSESSMENT TEST	



<i>Week nine:</i>	<i>The Role and Impact of Media in the Teaching Process</i>	
<i>Week ten:</i>	<i>. Media and Artificial Intelligence</i>	
<i>Week Eleven:</i>	<i>Youth and Mass Media: Media Productions</i>	
<i>Week twelve:</i>	<i>Media Education for Developing Critical Thinking</i>	
<i>Week thirteen</i>	<i>. Media and Politics</i>	
<i>Week Fourteen</i>	Recommended Methodology for Implementing Basic Media Education Content	
<i>Week Fifteen</i>	<i>ASSESSMENT TEST</i>	
Attendance Policies and Code of Conduct		
- Attendance in lectures and seminars is mandatory.- - A student with more than four unjustified absences in lectures will not receive any advantage in the assessment process. - Students are not allowed to take the exam without prior registration in SEMS. - The use of mobile phones during lectures, seminars, and exams is prohibited. - Exams are public and can be conducted in written form (via tests) or orally. - Students pass the exam successfully with grades from 6 to 10.		