

Course Name : News Agencies							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 216	N/A	Spring	3.00	0.00	0.00	3.00	5.00
Lecturer Briseida Mema, Prof. Dr							
Assistant							
Course language Albanian							
Course level Bachelor							
Description		<p>The journalism of Agency - is based mainly on journalistic practices necessary to be respected in an open media market to new technological developments. International news agencies are powerful industries and leader of information, adapting anytime to new numerical models dictated by many factors of economic actors, political and geo-politics. News agencies are industries built according to the needs of an open market, where the news is sold as a commodity formatted in different ways, text, picture, video, or infografistative or mobile: everything transmitted between multiple communication tools from satellites to cell phones or even passing the watch we wear ... and from where the information can pass quickly. Because of the speed of the news which is transmitted in real time between multiple means of information always developing, writing and reporting practices of the Agency news have been introduced widely in contemporary journalism and also have become part of other systems of the communications industry, introduced widely in the market. Today news agencies operate as major information industry which is obliged to fit the needs of a market that day by day is becoming more competitive between input methods or other numerical systems.</p>					
Objectives		<p>Full information for international and national news agencies. Introduction to institutional construction of a news agency the market it covers. Operation of news agencies, geopolitics of information coverage. Reporting ways associated closely with evolutions of numerical era which directly affects the format of writing, but also in other forms of reporting categories as infografia, even if fixed or mobile, video, photography and digital. The role of news agencies in a new market "digital story-telling". Within this mobile world, the information transmitted by news agencies or other complementary tools of information as information channels (News), mobile phones, video etc. has certain features and rules of the news division and its enrichment on the basis of a certain methodology and practice.</p>					
Core Concepts							
Course Outline							
Week	Topic						
1	Major news agencies, their institutional building						
2	Crises and challenges of news agencies in terms of the digital revolution						
3	Coverage of the media market and offers of information transmitted by the News Agencies						
4	News agencies, television channels of information						
5	General information forms transmitted by news agencies						
6	Multimedia productions						
7	Control and ownership of major news agencies / Reuters / AFP / AP						
8	Midterm Exam						

9	Deontology of production.
10	On-line Information in News Agencies, interrelations with social media or other mass media
11	Coverage of conflicts, events, editorial control
12	The role, structure, interrelations of Albanian News Agency with visual and written media in Albania / National Agencies / Organization
13	Differences from mass media journalism
14	Rules of reporting and broadcasting of news agencies
15	Assessment of knowledge
16	Final Exam
Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	<ul style="list-style-type: none"> • Ilirian Agolli, Histori e Agjensive të Lajmeve, Tiranë 2010 • Manual Agjensie/ATSH-AFP, 2000, Tiranë, ATSH • The power of News The history of Reuters, Donald Read, Oxford University Press, 1992 • The international news agency/Oliver Boyd-Barret/University of London, 2981
References	<ul style="list-style-type: none"> • www.atsh.al
Course Outcome	
1	The function of news agencies Orientation in a media market that changes every day
2	<p>The importance of information in a News Agency / What constitutes information, news for an international news agencies. What is the difference between an international and a national news agency. Flow of information, the importance of respecting the deontology of information. The clients of News agencies. The course supports the theoretical and scientific basis, based on the updated examples of the transmission of a particular news from foreign news agencies, newspapers or TV informative BBC, CNN. This comparative way helps the student to see the news, not in the narrow framework of theoretical rules, but also to expand his knowledge on the basis of media market needs, in order to help him orient well in this market and find opportunities for him to subsequently raise his career.-----</p> <p>-----To enable the student practise the ways of writing and transmission of short, concise information - between the news organization with the number of words, according to the media, but also according to other operators because of the speed of communication, transmission of information through new technologies (mobile p.sh) which increasingly prefer this way of news writing</p>
3	To sensitize the students that journalism is not simply and only writing, reporting, newsroom, but an industry that imposes rules, dictated by a rapid development. Journalism Agency makes student realize that despite of the speed or other conditions of transmission of information, the basic principles of genuineness based on verification, remain inviolable.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	0	0	
Term Projects	1	15	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent		45	
Final exam percent		55	
Total		100	
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	1	5	5
Midterms	1	8	8
Final Exam	1	12	12
Other	0	0	0
Total Work Load			129
Total Work Load / 25 (hours)			5.16
ECTS			5.00