

**Course Title : Communication Theories**

| Code                                       | Course Type | Regular Semester | Lecture (hours/week)  | Seminar (hours/week) | Lab (hours/week) | Credits | ECTS |
|--|-------------|------------------|---|----------------------|------------------|---------|------|
| COM 102                                    | A           | 2                | 3   | 0                    | 0                | 3.00    | 5    |
| <b>Lecturer and Office Hours</b>           |             |                  | Ilda Shytaj, PhD Candidate  |                      |                  |         |      |
| <b>Teaching Assistant and Office Hours</b> |             |                  |   |                      |                  |         |      |
| <b>Language</b>                            |             |                  | Albanian  |                      |                  |         |      |
| <b>Course Level</b>                        |             |                  | Bachelor  |                      |                  |         |      |
| <b>Description</b>                         |             |                  | This course explores and examines psychological, social, cultural and linguistic factors that impact the interaction between people. It is designed to help students improve their personal and professional communication.     |                      |                  |         |      |
| <b>Objectives</b>                          |             |                  | The course aims to help understanding the features of 32 theories used during the communication process. To promote the application of theories in everyday life. To encourage and develop the skills of research and analyses. |                      |                  |         |      |

**Course Outline**

| Week                 | Topics   |
|----------------------|--|
| 1                    | PART I-INTRODUCTION -The basic framework of communication theories -Detailed discussions on theories-Weighting the words- Symbolic Convergence Theory , Ernest Bormann         |
| 2                    | Mapping the Territory (Seven Traditions in the Field of Communication Theory) Philosophical Perspective of Communication Concept- Human and non-human communication            |
| 3                    | PART II- MASS COMMUNICATION -Divisions of society (Organic analogy of H.Spenser, gemeinschaft und gesellschaft, F.Tonnies - Social Solidarity, Durkheim                        |
| 4                    | Propaganda- Hypodermic Theory - Lasswell Communication Model   |
| 5                    | Critical Theory; Marxism and the Mass Media, Cultural Industry as Cultural System-Study Theory: Empirical or `Limited Effects` - Merton * Opinion Leaders                      |
| 6                    | Long-term effects of mass media- Agenda Setting Theory - Cultivation Theory  |
| 7                    | McLuhan Interpretation of the Culture of the Transition Channels, The medium is the message  |
| 8                    | Midterm Exam   |
| 9                    | Mass Culture and Popular Entertainment-Media Power   |
| 10                   | Normative Theory- Media and Society -Deontology Principles of Journalist -Media Usage  |
| 11                   | Globalization-Computerization-journalism as a participant entertainment  |
| 12                   | Digital Media and Social Theory * Nick Courdry   |
| 13                   | PART III -Interpersonal communication interpersonal messages (interactive symbolism of Mead) -Violation of Infringement - (Burgoon) -Related Dialectic (Baxter and Montgomery) |
| 14                   | Lens of Symbolic Interaction -Teory * Zyhdi Dervishi   |
| 15                   | PART IV-ORGANIZATIONAL COMMUNICATION -Organization Theories- - Strategic Communications Theories   |
| 16                   | Final Exam   |
| <b>Prerequisites</b> |  |
| <b>Textbook</b>      | • Mari, D. (2011) Teori të Komunikimit Masiv, Hipoteza, Koncepte, Modele. Tiranë: UFO Press  |

|   |   |                         |                               |
|---|---|-------------------------|-------------------------------|
| <b>Other References</b>   | <ul style="list-style-type: none"> <li>• Griffin E. (2012) A First Look At Communication Theory, New York: Mcgraw-Hill</li> <li>• Eric Maigret, (2010) - Sociologjia e komunikimit dhe e mediave, Tiranë: Papirus</li> <li>• Orozi, L. (2010) Hyrje në Teoritë e Komunikimit, Tiranë: UFO Press</li> <li>• Jean-Pierre Meunier, Daniel Peraya, (2009) Hyrje në Teoritë e Komunikimit, Tiranë: Migreeralb</li> <li>• Papa M., Daniels T., Spiker B.,(2009) Komunikimi Organizativ: Qasjet dhe Prirjet, Tiranë:UET Press</li> <li>• Couldry N. Media Shoqëria, Bota. Teori sociale dhe praktika e medias digjitale, Tiranë: Instituti Shqipëtar i Medias</li> </ul> |                         |                               |
| <b>Laboratory Work</b>  |   |                         |                               |
| <b>Computer Usage</b>   |   |                         |                               |
| <b>Other</b>  |   |                         |                               |
| <b>Learning Outcomes and Competences</b>                            |   |                         |                               |
| <b>1</b>  | Students will acquire a broad and profound knowledge about communication theories sciences as well the methods used by providers of the message.  |                         |                               |
| <b>Course Evaluation Methods</b>                                    |   |                         |                               |
| <b>In-term studies</b>  | <b>Quantity</b>   | <b>Percentage</b>       |                               |
| Midterms  | 1   | 30                      |                               |
| Quizzes   | 2   | 20                      |                               |
| Projects  | 0   | 0                       |                               |
| Term Projects   | 1   | 15                      |                               |
| Laboratory  | 0   | 0                       |                               |
| Attendance  | 0   | 0                       |                               |
| <b>Contribution of in-term studies to overall grade</b>             |   | <b>65</b>               |                               |
| <b>Contribution of final examination to overall grade</b>           |   | <b>35</b>               |                               |
| <b>Total</b>  |   | <b>100</b>              |                               |
| <b>ECTS (Allocated Based on Student) Workload</b>                   |   |                         |                               |
| <b>Activities</b>   | <b>Quantity</b>   | <b>Duration (hours)</b> | <b>Total Workload (hours)</b> |
| Course Duration (Including the exam week : 16 x Total course hours) | 16  | 3                       | 48                            |
| Hours for off-the-classroom study (Pre-study, practice)             | 14  | 4                       | 56                            |
| Assignments   | 1   | 0                       | 0                             |
| Midterms  | 1   | 10                      | 10                            |
| Final examination   | 1   | 15                      | 15                            |
| Other   | 0   | 0                       | 0                             |
| <b>Total Work Load</b>  |   |                         | <b>129</b>                    |
| <b>Total Work Load / 25 (hours)</b>                                 |   |                         | <b>5,16</b>                   |
| <b>ECTS</b>   |   |                         | <b>5</b>                      |