

## Course Title : Communication Elements

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 204	A	4	3	0	0	3.00	5
<b>Lecturer and Office Hours</b>			Aleksandër Çipa, Msc				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Bachelor				
<b>Description</b>			During this course , students will have the opportunity to learn and to apply in theyre daily life the princips of inter-personal communication. The way of expressing is based on psychological , social , cultural and linguistic factors, which they communicate with. This course is also going to focus on the perceptation among people, inter-personal dynamic, listening and verbal or visual symbols.				
<b>Objectives</b>			This course intends giving to the student a wider understanding in their daily communication. They will be able to perfectionate their personal ot inter-personal communicating skills .				

## Course Outline

Week	Topics
1	Language as a system: "Modeli Sysorian"
2	Language and speech. Semiologic project. Semiological marks
3	Index, marks and icons. Conventional foundations of iconic marks
4	Semiologic codes. Particular and general aspects.
5	A general model of communication
6	The content and the relationship. Saying as an image of saying. Speeches and stories.
7	Components of the speech acts.
8	Midterm Exam
9	Issues of self understanding and inferential pragmatic
10	The principls of cooperation and rules of discussion
11	The inferential cooperation model, the pertinence principal, deductive means.
12	Thinking models. inference
13	Speeches and social relationship. Rights, obligations and roles
14	Words and images. images and dreams.
15	The metaphor and metonymy in the media.Compressing and moving.
16	Final Exam
<b>Prerequisites</b>	
<b>Textbook</b>	• J-Pierre Meunier, D.Peraya: Hyrje në teoritë e komunikimit, (Elementete e Komunikimit)
<b>Other References</b>	
<b>Laboratory Work</b>	
<b>Computer Usage</b>	
<b>Other</b>	

## Learning Outcomes and Competences

<b>1</b>	The student get acquainted with the most important communication principals
<b>2</b>	Gain concepts to interpret communication methods and possesses basic communication principles
<b>3</b>	The student acquire comprehensive knowledge on methods and communication theories and also on the basic communicative concepts of marking.

### Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	30
Quizzes	0	0
Projects	0	0
Term Projects	1	5
Laboratory	0	0
Attendance	1	5
<b>Contribution of in-term studies to overall grade</b>		<b>40</b>
<b>Contribution of final examination to overall grade</b>		<b>60</b>
<b>Total</b>		<b>100</b>

### ECTS (Allocated Based on Student) Workload

Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	2	28
Assignments	1	0	0
Midterms	1	20	20
Final examination	1	29	29
Other	0	0	0
<b>Total Work Load</b>			<b>125</b>
<b>Total Work Load / 25 (hours)</b>			<b>5</b>
<b>ECTS</b>			<b>5</b>