

Course Title : Communication Philosophy

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 203	B	3	3	0	0	3.00	5
Lecturer and Office Hours			Aleksandër Çipa, Msc				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			The course focuses on explaining the content of the communication as an important social activity for the individual and society. In this subject will be taking place symbolism, meaning of auspice, communicating ways, socializing processes, oversight, entertainment and influencing human behavior, etj. In the course will be set aside the role of classical and new media, advertising and PR, films and image culture in general.				
Objectives			Enabling students to analyze the phenomena of media and processes of communication, team work organization, conduct partial surveys, drafting of clear messages and processing of media customers' feedback etc..				
Course Outline							
Week	Topics						
1	The object of the study of the philosophy of communication						
2	Sentences that express experience (the meaning and truth, according to Bertran Russell)						
3	Kant's categorical imperative and media making decisions						
4	Psychology of crowds of people of Gustav Le Bon's						
5	Critical search in Colombia - Lazarsfeld and Merton						
6	Culture industry by Horkheimer and Adorno						
7	Audience / crowd and the crowd / public thesis by Katz and Dayan						
8	Midterm Exam						
9	To understand the media by Marshall McLuhan						
10	Visual Pleasure						
11	Relationship between Media and Politics						
12	The role and functions of mass communication						
13	Social implications of the Internet						
14	Word and image - the formation of attitudes, perceptions and beliefs on current conditions						
15	The difficulties of media studies. Transmutation of communication.						
16	Final Exam						
Prerequisites							
Textbook			<ul style="list-style-type: none"> • Katz/Liebes/Peters/Orloff, "Tekste kanonike...", ISHM 2009 • Giovani Sartori " Homo videns" Televizioni dhe postmendimi • J.R.Dominick "Dinamika e komunikimit masiv", ISHM 2010 • Jean -Pierre Meunier/Daniel Peraya, "Hyrje ne teorite e komunikimit" • Christian Baylon/Xavier Mignot "Komunikimi" 				
Other References							
Laboratory Work							
Computer Usage							

Other			
Learning Outcomes and Competences			
1	Students will acquire basic knowledge on philosophy of communication.		
2	Students will be able to recognize and use the best sources of information on this area.		
3	Students will be able to discuss and defend various topics related to the philosophy of communication.		
Course Evaluation Methods			
In-term studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	1	5	
Projects	0	0	
Term Projects	1	10	
Laboratory	0	0	
Attendance	1	5	
Contribution of in-term studies to overall grade		40	
Contribution of final examination to overall grade		60	
Total		100	
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	4	56
Assignments	1	0	0
Midterms	1	11	11
Final examination	1	14	14
Other	0	0	0
Total Work Load			129
Total Work Load / 25 (hours)			5,16
ECTS			5