

## Course Title : Aesthetic Thought and Relationship with Art

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 413	C	1	3	0	0	3.00	6
<b>Lecturer and Office Hours</b>			Briseida Mema, Prof. Dr				
<b>Teaching Assistant and Office Hours</b>			Aleksandër Çipa, Msc				
<b>Language</b>			Albanian				
<b>Course Level</b>			Master				
<b>Description</b>			The course will reckon in aesthetic thought from its beginnings up to the present times. This subjects will present aesthetic thought through ideas and doctrines, mainly related to this discipline starting with its origins since ancient times until today. It will touch areas of aesthetic object, which as a sub-discipline of philosophy has the necessary awakening on this issue, which is discussed till the present days.				
<b>Objectives</b>			We will focus on the different definitions of the object and branch of aesthetics at different times, thus giving the evolution of the discipline . We will focus on the most representative names of aesthetic thought starting from antiquity until today. As a sub-discipline of philosophy, the history of aesthetic thought results with those names that represent the history of philosophical thought. The course will present the key concepts of aesthetics and their place in art and literature specifically.				

## Course Outline

Week	Topics
<b>1</b>	What is aesthetic and how starts its relationship with the speech in the process of communication
<b>2</b>	Relationship between communication and speech
<b>3</b>	Different cultural models
<b>4</b>	Being him/herself and identity, public speech and esthetic one
<b>5</b>	Communication and the relationship with art
<b>6</b>	The relationship between art and information. Info Esthetical and marketing during editing process.
<b>7</b>	Media product, stage speech and other speech models through media lenses
<b>8</b>	Midterm Exam
<b>9</b>	To understand the media by Marshall McLuhan
<b>10</b>	“Visual pleasure” in the age of Tv, cinema and new media
<b>11</b>	Media, public relationships and esthetic language in the framework of standards.
<b>12</b>	Semiology challenges in present day speeches and communication.
<b>13</b>	Classical esthetic in speech and communication in current communication challenges through internet. Training of journalist for covering cultural events
<b>14</b>	Technologies of communication and the new formative processes and targeted communities.
<b>15</b>	Repeat
<b>16</b>	Final Exam
<b>Prerequisites</b>	

<b>Textbook</b>	<ul style="list-style-type: none"> <li>• Prof. Alfred Uci "Klasika apo nonklasika? (Estetika metateorike mbi artin)</li> <li>• Nick Couldry: Media, Shoqeria, Bota (Teori sociale dhe praktika e medias digjitale)</li> <li>• Jozeph Tourou: Media sot...(Nje hyrje ne komunikimin masiv)</li> <li>• Përparim Kabo "Antropologjia e artit"</li> <li>• Zyhdi Dervishi "Lente të ndërveprimit simbolik"</li> </ul>
<b>Other References</b>	
<b>Laboratory Work</b>	
<b>Computer Usage</b>	
<b>Other</b>	

### Learning Outcomes and Competences

<b>1</b>	Students will acquire basic knowledge on esthetics, speeches and communications standards.
<b>2</b>	Students will be able to recognize theories and interpretation concepts and speech, communication and esthetic practices.
<b>3</b>	Students will be able to recognize theories and interpretation concepts and speech, communication and esthetic practices.

### Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	20
Quizzes	0	0
Projects	0	0
Term Projects	1	10
Laboratory	0	0
Attendance	1	10
<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	5	70
Assignments	1	4	4
Midterms	1	8	8
Final examination	1	12	12
Other	0	0	0
<b>Total Work Load</b>			<b>142</b>
<b>Total Work Load / 25 (hours)</b>			<b>5,68</b>
<b>ECTS</b>			<b>6</b>