

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
Lecturer and Office Hours			Aleksandër Çipa, Msc				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			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.				
Objectives			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:
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 principals 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
Prerequisites	
Textbook	<ul style="list-style-type: none"> • J-Pierre Meunier, D.Peraya: Hyrje në teoritë e komunikimit, (Elementete e Komunikimit) • “Filozofia e analizes” Austin.J.L (1962), • “Argumenti per gjuhen”, Anscombe J.-C et Ducrot O 91983), • “Analiza pragmatike e komunikimit”, Ducrot O (Paris 1980) • Cikel leksione autoriale.
Other References	
Laboratory Work	

Computer Usage			
Other			
Learning Outcomes and Competences			
1	The student get acquainted with the most important communication principals		
2	Gain concepts to interpret communication methods and possesses basic communication principles		
3	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	40
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Attendance		0	0
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	2	28
Assignments	0	0	0
Midterms	1	20	20
Final examination	1	29	29
Other	0	0	0
Total Work Load			125
Total Work Load / 25 (hours)			5
ECTS			5