

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
Lecturer and Office Hours			Aleksandër Çipa, Msc				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Bachelor				
Description			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.				
Objectives			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
Prerequisites	
Textbook	• Mari, D. (2011) Teori të Komunikimit Masiv, Hipoteza, Koncepte, Modele. Tiranë: UFO Press

Other References	<ul style="list-style-type: none"> • Griffin E. (2012) A First Look At Communication Theory, New York: Mcgraw-Hill • Eric Maigret, (2010) - Sociologjia e komunikimit dhe e mediave, Tiranë: Papirus • Orozi, L. (2010) Hyrje në Teoritë e Komunikimit, Tiranë: UFO Press • Jean-Pierre Meunier, Daniel Peraya, (2009) Hyrje në Teoritë e Komunikimit, Tiranë: Migreeralb • Papa M., Daniels T., Spiker B.,(2009) Komunikimi Organizativ: Qasjet dhe Prirjet, Tiranë:UET Press • Couldry N. Media Shoqëria, Bota. Teori sociale dhe praktika e medias digjitale, Tiranë: Instituti Shqipëtar i Medias 		
Laboratory Work			
Computer Usage			
Other			
Learning Outcomes and Competences			
1	Students will acquire a broad and profound knowledge about communication theories sciences as well the methods used by providers of the message.		
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	0	0	
Contribution of in-term studies to overall grade		30	
Contribution of final examination to overall grade		70	
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	10	10
Final examination	1	15	15
Other	0	0	0
Total Work Load			129
Total Work Load / 25 (hours)			5,16
ECTS			5