

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	Interaction perspective of Paul Wattzlawick
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	The birth and development of theories and philosophy of communication
8	Midterm Exam
9	To understand the media by Marshall McLuhan
10	Group Communication, features and typology
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	• Teorite e Komunikimit/Grup autoresh/ Botime UET PRESS
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	0	0	
Projects	0	0	
Term Projects	1	10	
Laboratory	0	0	
Attendance	1	5	
Contribution of in-term studies to overall grade		35	
Contribution of final examination to overall grade		65	
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