

Course Title : International Communication

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 557	D	3	3	0	0	3.00	6
Lecturer and Office Hours			Agron Tufa, PhD				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Master				
Description			This course is an examination of organizing systems and functioning of communication in different medias in the world. It is planned to value our human experience, exploring socio-cultural, economical, political, scientific and technical influence of media in communication in different societies in other countries.				
Objectives			<ul style="list-style-type: none"> • To compare the Albanian systems and communication policy with that of other countries. • To assess the strength and weakness of the Albanian politics of communication with other countries. • To develop a greater awareness of the cultural world. • To understand the influence of the field of communication in the world today and in the future. • Describe the dimensions of international practice that affects communication in Albania • To understand the influence of the field of communication in the world today and in the future. 				

Course Outline

Week	Topics
1	Introduction. Curriculum. What is International Communication?
2	Global awareness profile
3	Historical steps of global communication
4	Theories of the Press
5	Global Economy and international cooperation
6	Transnational media corporations and global economic competition
7	Global law of communication
8	Midterm Exam
9	Global network of information flow
10	The stakes in mutual and national development
11	Citizen journalism. Community Media.
12	Presentations of students
13	Presentations of students
14	Presentations of students
15	Review and subject assessments
16	Final Exam
Prerequisites	
Textbook	<ul style="list-style-type: none"> • Zenuni Jaup. 2011. Komunikimi ndërkombëtar. Extra-R: Tiranë; • Kissinger, Henry. 1999. Diplomacia. LAERT: Tiranë; Balle, Fransis. 2011 • Media dhe shoqëritë. Papyrus: Tiranë; Materiale të përgatitura nga pedagogu i lëndës.

Other References	<ul style="list-style-type: none"> • Kieldanowicz-Renyjejska, MM. "Cultural Diplomacy as a Form of International Communication", Institute for International Studies, The Section of International Communication, University of Wroclaw. • www.instituteforpr.org; • Schulz, W. "Changes of Massmedia and the Public Sphere", www.javnost-the public.org/media/datoteke/schulz-2-1997 		
Laboratory Work			
Computer Usage			
Other			
Learning Outcomes and Competences			
1	To assess the strength and weakness of the Albanian politics of communication with other countries		
2	To describe the outline dimensions of international practice that affects communication in Albania		
3	To understand the influence of the field of communication in the world, today and in the future.		
Course Evaluation Methods			
In-term studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	4	20	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Attendance	1	10	
Contribution of in-term studies to overall grade		50	
Contribution of final examination to overall grade		50	
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	0	0	0
Midterms	1	16	16
Final examination	1	30	30
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6
ECTS			6