

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			Erlis Çela, PhD				
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	Talk about theory- Objective approach and interpretative approach. Classification of communication theories. Presentation of the literature and basic resources of the subject, presentation of the syllabus and the way of evaluation.
2	Mapping the territory. Seven traditions in the field of communication theories. Robert Craig's approach to seven traditions.
3	Interpersonal communication . Symbolic interactionism. Coordinated management of meaning.
4	Social penetration theory. Social information processing theory. The Interactional View.
5	Social judgment theory. Cognitive dissonance theory.
6	Group and Public Communication. Organizational communication. cultural approach to organizations. Critical theory of communication in organizations.
7	The Rhetoric- Narrative paradigm.
8	Midterm Exam
9	Mass communication. Media ecology.
10	Cultivation theory.
11	Uses and gratification Theory
12	Agenda-Setting theory.
13	Communication accommodation theory.
14	Common threads in communication theories
15	Project Presentations
16	Final Exam
Prerequisites	
Textbook	• Griffin, Em; Ledbetter, Andrew; Sparks, Glen: Vështrim i parë mbi teorinë e komunikimit, Educational Center shpk, Tiranë, 2016

Other References	<ul style="list-style-type: none"> • Ollivier, Bruno: Shkencat e komunikimit, teori dhe arritje, Papirus, Tiranë 2015 • Eric Maigret, (2010) - Sociologjia e komunikimit dhe e mediave, Tiranë: Papirus • Jean-Pierre Meunier, Daniel Peraya, (2009) Hyrje në Teoritë e Komunikimit, Tiranë: Migreeralb • https://www.communicationtheory.org • http://www.communicationstudies.com/communication-theories
Laboratory Work	
Computer Usage	
Other	

Learning Outcomes and Competences

1	At the end of this course, students will be able to recognize the main theories of communication
2	Students will acquire knowledge on the evolution of timely communication theories and new communication concepts
3	Students will gain the necessary knowledge to classify, analyze and evaluate the benefits of communication theories.
4	Students will be able to apply the knowledge acquired about communication theories in projects and research studies

Course Evaluation Methods

In-term studies	Quantity	Percentage
Midterms	1	20
Quizzes	0	0
Projects	1	15
Term Projects	1	15
Laboratory	0	0
Attendance	1	10
Contribution of in-term studies to overall grade		60
Contribution of final examination to overall grade		40
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	2	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