

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			Jola Marku, 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	Communication - A general overview
2	Communication processes and skills
3	Communication context
4	Public Advocacy: Commitments and Responsibility
5	Identity, Communication and Perceptions
6	Verbal communication
7	Nonverbal communication
8	Midterm Exam
9	Personal Relationships
10	Communication in the Workplace
11	Family Communication
12	Communication and Culture
13	Public Communication and Personal Influence
14	Media and Technology in the Communication Process
15	Communication pluralization and new media sociology
16	Final Exam
Prerequisites	
Textbook	
<ul style="list-style-type: none"> • Steve Duck & David T. McMahan (2014): Communication in Everyday Life: A Survey of Communication 2nd Edition • Eric Maigret (2010): Sociologjia e Komunikimit dhe e Mediave, Papirus. • John T. Warren & Deanna L. Fassett (2015): Communication: A critical/cultural introduction 	
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 acquires 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	30	
Quizzes	0	0	
Projects	1	15	
Term Projects	0	0	
Laboratory	0	0	
Attendance	1	15	
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	2	28
Assignments	1	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