

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			Valmora Gogo, PhD				
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. The Birth and Development of Philosophy
2	Knowledge, Meaning, Words, Doubt, Truth and Falsehood - Bertrand Russell
3	Thoughts of the Most Important Communication Schools in the World
4	Critical Communication Theories; New Reading of Lukacs and Adorno
5	Critical Communication Theories; New Reading of Marcuse, Horkheimer and Habermas
6	Contemporary Communication Models, Interaction Models - Paul Watzlawick
7	Critical Search in Colombia - Lazarsfeld and Merton
8	Midterm Exam
9	Relationship between Media and Politics. Structural School of Communication - Pierre Bourdieu
10	Digital Communication School - Pavlik and Scherer
11	Critical Discussion about Communication School's thoughts. To Communicate the Communication
12	The Social Consequences of the Internet. Reading, Understanding and Misunderstanding
13	Project Presentation
14	Psychology of Peoples and Crowds - Gustave Le Bon
15	The Difficulties of Media Studies. To Denaturalize the Communication
16	Final Exam

Prerequisites	
Textbook	<ul style="list-style-type: none"> Christian Fuchs, "Critical Theory of Communication", 2016 Elihu Katz, Xhon Peters, Tamar Liebes, Avril Orloff, "Tekste kanonike të kërkimit në media", 2009 Bertrand Russell, "Një përvojim i filozofisë-Elementët bazë të filozofisë", 2015 Jeanne Hersch, "Habia Filozofike", 1993 Pierre Bourdieu, "Mbi televizionin", 2014
Other References	<ul style="list-style-type: none"> Gustave le Bon, "Psikologjia e popujve dhe turmave", 2012 Giovani Sartori, "'Homo videns" Televizioni dhe postmendimi", 2013 Christian Baylon, Xavier Mignot, "Komunikimi", 2004

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	30
Quizzes		0	0
Projects		0	0
Term Projects		1	20
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	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