

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 | | | Bashkim Gjergji, Prof. Asoc. Dr. | | | | |
| 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 phenomenas 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 | On the word "communication" , how it started and developed the theory and Communication Philosophy, |
| 4 | Sorts of communication and its functions, -self communication, communication in small groups, public communication, massive communication. |
| 5 | The function of communication -physical needs, identity needs, social needs, practical needs |
| 6 | Lecture,- models of communication, linear model, interactive model |
| 7 | Audience / crowd and the crowd / public thesis by Katz and Dayan |
| 8 | Midterm Exam |
| 9 | To understand the media by Marshall McLuhan |
| 10 | |
| 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 | Repeat |
| 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 | |
| Laboratory Work | |

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|---|--|-------------------------|-------------------------------|
| 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 | | 0 | 0 |
| Contribution of in-term studies to overall grade | | | 30 |
| Contribution of final examination to overall grade | | | 70 |
| 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 |