

Course Name : Communication Theories							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 102	C	Spring	3.00	0.00	0.00	3.00	5.00
Lecturer		Aleksandër Çipa, Msc					
Assistant							
Course 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.					
Core Concepts							
Course Outline							
Week	Topic						
1	PART I-INTRODUCTION -The basic framework of communication theories -Detailed discussions on theories-Weighting the words- Symbolic Convergence Theory , Ernest Bormann						
2	Mapping the Territory (Seven Traditions in the Field of Communication Theory) Philosophical Perspective of Communication Concept- Human and non-human communication						
3	PART II- MASS COMMUNICATION -Divisions of society (Organic analogy of H.Spenser, gemeinschaft und gesellschaft, F.Tonnies - Social Solidarity, Durkheim						
4	Propaganda- Hypodermic Theory - Lasswell Communication Model						
5	Critical Theory; Marxism and the Mass Media, Cultural Industry as Cultural System-Study Theory: Empirical or `Limited Effects`- Merton * Opinion Leaders						
6	Long-term effects of mass media- Agenda Setting Theory - Cultivation Theory						
7	McLuhan Interpretation of the Culture of the Transition Channels, The medium is the message						
8	Midterm Exam						
9	Mass Culture and Popular Entertainment-Media Power						
10	Normative Theory- Media and Society -Deontology Principles of Journalist -Media Usage						
11	Globalization-Computerization-journalism as a participant entertainment						
12	Digital Media and Social Theory * Nick Courdry						
13	PART III -Interpersonal communication interpersonal messages (interactive symbolism of Mead) -Violation of Infringement - (Burgoon) -Related Dialectic (Baxter and Montgomery)						
14	Lens of Symbolic Interaction -Teory * Zyhdi Dervishi						
15	PART IV-ORGANIZATIONAL COMMUNICATION -Organization Theories- - Strategic Communications Theories						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.		
Literature	• Mari, D. (2011) Teori të Komunikimit Masiv, Hipoteza, Koncepte, Modele. Tiranë: UFO Press		
References	• Griffin E. (2012) A First Look At Communication Theory, New York: Mcgraw -Hill • Eric Maigret, (2010) - Sociologjia e komunikimit dhe e mediave, Tiranë: Papirus • Orozi, L. (2010) Hyrje në Teoritë e Komunikimit, Tiranë: UFO Press • Jean-Pierre Meunier, Daniel Peraya, (2009) Hyrje në Teoritë e Komunikimit, Tiranë: Migreeralb • Papa M., Daniels T., Spiker B.,(2009) Komunikimi Organizativ: Qasjet dhe Prijet, Tiranë:UET Press • Couldry N. Media Shoqëria, Bota. Teori sociale dhe praktika e medias digjitale, Tiranë: Instituti Shqipëtar i Medias		
Course Outcome			
1	Students will acquire a broad and profound knowledge about communication theories sciences as well the methods used by providers of the message.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	20
Quizzes		0	0
Projects		0	0
Term Projects		1	10
Laboratory		0	0
Class Participation		0	0
Total in-term evaluation percent			30
Final exam percent			70
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	1	0	0
Midterms	1	10	10
Final Exam	1	15	15
Other	0	0	0
Total Work Load			129
Total Work Load / 25 (hours)			5.16
ECTS			5.00