

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		Erlis Çela, Prof. Asoc. Dr.					
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 developp the skills of research and analyses.					
Core Concepts							
Course Outline							
Week	Topic						
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	The student must attend the course at a minimum rate of 75%.		
Literature	• Griffin, Em; Ledbetter, Andrew; Sparks, Glen: Vështrim i parë mbi teorinë e komunikimit, Educational Center shpk, Tiranë, 2016		
References	• 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		
Course Outcome			
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			
In-term Studies		Quantity	Percentage
Midterms		1	30
Quizzes		0	0
Projects		0	0
Term Projects		1	20
Laboratory		0	0
Class Participation		1	10
Total in-term evaluation percent			60
Final exam percent			40
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