

Course Name : Communication Theories							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 102	A	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 develop 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	<ul style="list-style-type: none"> Griffin, Em; Ledbetter, Andrew; Sparks, Glen: Vështrim i parë mbi teorinë e komunikimit, Educational Center shpk, Tiranë, 2016
References	<ul style="list-style-type: none"> 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