

## Course Syllabus

**Course:** Basis of Communication – *Communicationology*

**Program of study:** Islamic Theology

**Number of ECTS credits:** 3

**Status of course:** Selective

**Code of course:** 412

**Number of classes:** 2+0

**Academic year:** 2021/2022

**Semester:** VIII

**Teacher:** Prof. Ass. Dr. Rexhep Suma

### **Short of content of course:**

This is a new course in the field of communication which will include an approach and communication methodology typically functional and structural, especially in the period of informative technology revolution. The module will focus on terms and issues concerning media-related communication. The module will demonstrate the latest achievements in the field of modern communication and similar researches. It will focus in the field of media-related political communication as a science and technology containing basic concepts, definitions and research applications of present-century theories. The module is intended to be delivered through critical comments, researches and essays.

### **Goal of course**

This course will help students learn and test their values in communication and encourage their critical thinking so they could be able to discuss various topics controversy in the world of media as opposed to communication sciences. This is a new course in the field of communication which will include an approach and communication methodology typically functional and structural, especially in the period of informative technology revolution. The module will focus on terms and issues concerning media-related communication. The aim of the course is to enable students to learn new information in the field of political communication in media which is a technology and a science involving basic concepts, definitions and present-century theories research application. In fact, the course is an introduction to the science of media and communication, being two integral inseparable parts in the media world. Combining lectures with assignments students will learn how media developed in different stages and will also learn methods of communication and their importance in their daily work. Lectures will focus on sciences of communication and media science. In the beginning students will learn communication and its relevance with semiology and later means of communication and significance of this science to human existence. Later on lectures will focus on various theories of

communication and significance of their mass-communication. Also the course will give due consideration to importance of knowing mass opinion through communication as a very important tool in our life.

#### **Excepted learning outcomes:**

**By the end of the course students will be able to:**

\***Identify** main distinctive terms: communication and its relevance with semiology, global communication, technological revolution, globalization, new world order, integration, different theories of communication and significance of mass-communication etc.

\***Describe** world communication processes and new technological, social, cultural and economic order.

\* **Outline** and project possible objectives of global processes of communication in media and the process of transformation or their accommodation with current trends in the world.

\***Evaluate** and comprehend the coherence of development and processes independently.

#### **Instruction methodology:**

Lectures will be divided in: Lecturing part, short references, and interactive part. Students will be encouraged to read additional literature for information for each lesson unit.

#### **Content of course:**

**Week one:** Introduction to sciences of communication – science of media.

Dr Aleksandër Dh. Dhima, Anthropology of Communication, Tiranë, 2013 f.233-248

Joseph R. Dominick, Dynamics of mass-communication, media in digital period, Uet Press, 2010, Tiranë p.32-45

**Week two:** Language as mass-communication as a way and a symbol in comparative perspective

Dr Aleksandër Dh. Dhima, Anthropology of Communication, Tiranë, 2013 p.201-220

**Week three:** Perspective of massive communication

Joseph R. Dominick, Dynamics of mass-communication, media in digital period, Uet Press, 2010, Tiranë. p.69-85

**Week four:** Medium is a message

Marshall McLuhan, Communication instruments, media as a extensions of man, Tiranë, 2004. p.13-30

**Week five:** Determination and meaning of Islamic journalism

Dr. Muhamed Sejjid Muhamed, El mes'ulije el i'lamije fi el islam, dar errefai , Rijadh,1983,p.25-55

**Week six:** Cultural globalization and global communication

Dr Aleksandër Dh. Dhima, Anthropology of Communication, Tiranë, 2013 p.465-486

**Week seven: Mass-communication as a public space**

Dr. Artan Fuga, Communication in massive society ,Papirus, Tiranë, 2014 f.100-122

**Week eight: Politics of media and ethics of media**

Dr Aleksandër Dh. Dhima, Anthropology of Communication, Tiranë, 2013 f.305-327

Joseph R. Dominick, Dynamics of mass-communication, media in digital period, Uet Press, 2010, Tiranë p.589-595

**Week nine: Islamic media, objectives and specifics**

dr. Ibrahim Imam, Usul el ia'lam el islami, dar el fikr el arabi, Kajro 1985. p.31-55

dr. Sejjid Muhamed Sadati esh-shenkiti, Dar el muslim, bot. 1, Rijadh, 1996 f.83-88

**Week ten: Social effects of mass-communication**

Joseph R. Dominick, Dynamics of mass-communication, media in digital period, Uet Press, 2010, Tiranë p.650-675

**Week eleven: Internet and new information technologies**

Eric Maigret, Sociology of Communication and Media, Papirus, Tiranë, 2010.p.299-320

**Week twelve: Media and society**

dr. Artan Fuga, Communication in massive society, Papirus, Tiranë, 2014 f.473-487

**Week thirteen: Cultural globalization and global communication**

Joseph R. Dominick, Dynamics of mass-communication, media in digital period, Uet Press, 2010, Tiranë p.465-486

Adrian Civici, Globalization, Uet -Press, Tiranë, second edition, 2012 p.187-193

**Week fourteen: New world order of Information**

Dynamics of mass-communication, media in digital period, Uet Press, 2010, Tiranë, p.487-502

**Criteria and components of evaluation:**

Participation and involvement in class 10%

Seminar paper 20%

Intermediary test 30%

Final exam 40%

Total 100%

**Mandatory literature :**

1. Dr. Muhamed Sejjid Muhamed, El mesulije el i'lamije fi el islam, dar errefai , Rijadh1983,f.25-55
2. Dr. Artan Fuga, Communication in mass-society,Papirus, Tiranë, 2014
3. Dr. Aleksandër Dh. Dhima, Anthropology of Communication, Tiranë, 2013
4. Marshall McLuhan, Instruments of Communication, media as a human , Tiranë, 2004.

#### **Literature and additional bibliography:**

- 1.Jaup Zenuni, International Communication, Extra, Tiranë, 2011
2. Nick Couldry, Media, Association, World, Albanian Institute of Medina, Tiranë, 2011
3. Baylon, Christian & Mignot, Xavier (2004): Communication of Edition 3-të. Logos-A, Shkup.