

## Course Syllabus

**Course: Fundamentals of Communication – Communicology**

**Study Program: Islamic Studies**

**ECTS Credits: 3**

**Course Status: Compulsory**

**Course Code: 406**

**Contact Hours: 2+0**

**Academic Year: 2026/2027**

**Semester: VII**

**Professor: Assist. Prof. Dr. Rexhep Suma**

### Course Description

This course in the field of communication adopts a methodological approach grounded in both functionalist and structuralist perspectives, with particular emphasis on the period of the information technology revolution. The module primarily addresses key terms and issues related to the nature of communication in the media. As such, it follows contemporary developments in the field of communication, as well as relevant scholarly research.

Special attention is devoted to the sphere of political communication in the media, considered both as a distinct technological domain and as an academic discipline encompassing fundamental concepts, definitions, and research applications of modern theories. The module is designed to be delivered through critical commentary, research activities, and structured debates.

### Course Objectives

- This course aims to help students build, develop, and evaluate their communication skills and values, as well as to stimulate critical thinking in order to engage in discussions on various controversial topics within the media world in relation to communication sciences.
- This is a newly designed course in the field of media communication, which adopts a methodological approach based on both functionalist and structuralist perspectives of communication, particularly within the context of the information technology revolution. The module primarily addresses fundamental terms and issues related to the basics of communication in the media.
- The objectives of the course are to provide students with new knowledge in the field of political communication in the media, understood as both a technological domain and an independent academic discipline encompassing fundamental concepts, definitions, and research applications of contemporary theories. This course serves as an introduction to media and communication science, as two interrelated and inseparable components of the media world. It is designed to equip students with both theoretical and analytical knowledge of media and communication studies, as well as with recent scientific developments in the field.
- Through a combination of lectures and assignments, students will gain an understanding of media development across different historical stages and will become familiar with relevant research methods in the field of communication sciences communication methods and their importance in work and life.
- The lectures will focus on communication sciences and media studies. Initially, students will

be introduced to the concept of communication and its relationship with semiotics, followed by an examination of communication tools and the importance of communication science in human existence.

- Subsequently, the lectures will highlight various communication theories and the significance of mass communication.
- Furthermore, emphasis will be placed on understanding persuasion of audiences through communication as a highly important tool in life.

### **Expected Learning Outcomes:**

At the end of this course, a student who successfully completes and passes the assessment will be able to:

- Identify key and distinguishing concepts such as communication and its relationship with semiotics, global communication, technological revolution, globalization, new world order, integration processes, various communication theories, and the importance of mass communication, among others.
- Describe global communication processes, as well as the restructuring in technological, social, cultural, and economic dimensions.
- Design and project possible objectives of global communication processes in the media, as well as analyze their transformation and adaptation to current global trends.
- Evaluate and understand the coherence of developments and processes independently.

### **Teaching Methodology:**

The teaching of this course will be delivered through lectures and exercises in the field of “Fundamentals of Communication.” In this context, the forms of work used in interpreting course content will include regular lectures, essays, exercises, discussions, group work, and the use of modern techniques and methods. The nature of the course allows for a variety of teaching approaches and strategies. Students are required to demonstrate critical reflection and a reflective approach in order to develop critical thinking skills. Each proposed form is open to discussion and modification through mutual agreement.

- **Lectures** – Lectures are conducted according to the published schedule on the website [www.fsi-edu.net](http://www.fsi-edu.net). Students are encouraged to be as active, flexible, and engaged as possible in all in-class activities and assignments.
- **Practical exercises** – The practical component will involve the demonstration of knowledge and skills acquired during lectures, as well as research assignments defined in advance by both the lecturer and the student, in relation to the topic.
- **Individual work and assignments** – Throughout the course, students will also have individual tasks to fulfill academic requirements. These tasks may include, among others: the preparation of a lesson plan for delivering a practical session.

**Course Content:**

<b>Nr.</b>	<b>Week</b>	<b>Lectures</b>
1.	Week I	General presentation of the syllabus and issues related to the course content
2.	Week II	Introduction to Communication Sciences
3.	Week III	Language as a means of mass communication and symbol in a comparative perspective
4.	Week IV	Perspectives of mass communication
5.	Week V	“The medium is the message”
6.	Week VI	Definition and conceptualization of the Islamic press
7.	Week VII	Midterm exam (Colloquium I)
8.	Week VIII	Cultural globalization and global communication
9.	Week IX	Mass communication as a public sphere
10.	Week X	Media policy and media ethics
11.	Week XI	Islamic media: objectives and characteristics
12.	Week XII	Social effects of mass communication
13.	Week XIII	Internet and new information technologies
14.	Week XIV	Media and society
15.	Week XV	Course summary and review
<b>Final Examination</b>		

**Assessment Criteria and Components:**

Participation and engagement in lectures: 10%

Seminar paper: 20%

Midterm test: 30%

Final examination: 40%

**Total: 100%**

**Academic Policies and Code of Conduct:**

- The student is required to respect the institution and its established regulations, including:
- Respecting the lecture schedule.
- Maintaining discipline and silence during lectures.
- Following the instructor's instructions.
- Prohibiting the use of mobile phones or other devices during class sessions.

**Required Literature:**

- 1 Lecture materials prepared by the course instructor, Assist. Prof. Dr. Rexhep Suma.
- 2 Adler, Ronald B., Rodman, George, & Du Pré, Athena. *Introduction to Communication*. UET Press, Tirana, 2023.
3. Suma, Rexhep. *Islam and Identity*. Logos-A, 2020.
4. Aydoğan, Hatice. *Digital Motherhood*. Logos-A, Skopje, 2023.
- 5 . Muhlmann, Géraldine. *Journalism in Democracy*. Zenit, Tirana, 2021.
6. Suma, Rexhep. *Reflections on Da'wah Thoughts*. FSI, 2018.
7. Fuga, Artan. *Communication in Mass Society*. Papyrus, Tirana, 2014.
8. Dhima, Aleksandër Dh. *Anthropology of Communication*. Tirana, 2013.

### Student Workload Contribution:

Activity	Hours	Days/Weeks	Total
<b>Lectures</b>	2	15	30
<b>Theoretical Exercises</b>	1	15	15
• Practical work	-	-	-
• Contact hours with the instructor / consultations	1	10	10
• Field exercises	-	-	-
• Colloquia, seminars, essays	1	10	10
• Homework assignments	1	15	15
• Independent study time (in the library or at home)	1	15	15
• Final exam preparation	5	4	20
• Time spent on assessment (tests, essays, final examination)	2	5	10
<b>Total</b>	<b>13</b>	<b>15 week</b>	<b>125</b>