

**BSc Media and Communication**

**Syllabus**

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| **Case:** | The Sociology of Communication | | | |
| Type | Semester | ECTS | Code |
| OBLIGATIVE (O) | 4 | 5 | 90SOC256 |
| **Lecturer:** | Dr. Shejnaze Gagica | | | |
| **Asisstent** |  | | | |
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| **Aims / Goals of the Module** | The sociology of communication aims to explain the nature and forms of society's interconnection through communication. The primary purpose is to demand an explanation of how mass communications affect society and how society affects communication.  The objective of the course is to enable students to understand the interaction between communication and society, communication skills through multiple forms of communication, theoretical-methodological paradigms etc. During these lectures, students will also be introduced to the principles and criteria of communication in a societal context that gives meaning to social processes, with the main communication problems taking into account the socio-cultural component, with the practical role of the media in shaping public opinion, etc. The course aims to intensify communication skills in society in order to raise social awareness that communication is the specific ability of man that makes him superior to other beings. | | | |
| **Module Learning Outcomes** | The module is designed to enable students to theoretically and practically understand the importance of communication in terms of professional engagement, understanding and cooperation. Understanding the communication process students will practically apply this skill in their career as an instrument and goal of professional and life success. | | | |
| **Contents** | **Week schedule** | | | **Week** |
| Introducing | | | 1 |
| Sociology and communication theories (E.M., 13-27) | | | 2 |
| Intercultural Communication, Elements and Barriers (M.N. 46-77) | | | 3 |
| Difficulties in Communication Studies (E.M27-39) | | | 4 |
| History and Intercultural Communication (M.N., 84-104) | | | 5 |
| Political Culture, Communication and Legitimacy (A.H., 221-241) | | | 6 |
| Quiz | | | 7 |
| Technology and determinism (E.M., 112-121) | | | 8 |
| Sociology of Communication Professions-Journalism (E.M., 188-202) | | | 9 |
| From Occupations to Production Logics (E.M., 207-224) | | | 10 |
| Political Theories of Public Opinion - Theories of Public Space (E.M, 230-261) | | | 11 |
| The New Sociology of Media (E.M., 265-289) | | | 12 |
| Internet and digital communication technologies (E.M, 299-324) | | | 13 |
| Recapitulation | | | 14 |
| Final Exam | | | 15 |
| **Assessment Methods** | **Activities** | | | **Value (%)** |
| * Commitment | | | 20% |
| * Quiz | | | 30% |
| * Final Exam | | | 30% |
| * Attendance | | | 20% |
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| **Total contact and study hours** | **Assessment of activity** | **Number** | **Week** | **Value (%)** |
| * Total lectures and exercises | 45 | 1,2,3,4,5,6,7,9,10,11,12 | 30 |
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| * Personal studies | 60 |  | 50 |
| * Homeworks | 20 |  | 20 |
| * Total lectures and personal studies | 125 |  | 100 |
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| **Recources and tools** | **resources** | | | **Number** |
| * Classsroom | | | 1 |
| * Projector | | | 1 |
| * Moodle | | |  |
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| **Load and activities** | **Activity** | | **Weekly hrs** | **Total workload** |
| * Lecture | | 3 | 45 |
| * Homework * Independent lesson * Exams | | 2 | 30  50 |
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| **Module Delivery** | 1. Maigret, Eric. Sociologjia e Komunikimit dhe mediave, UET/press 2010  2. Martin, N. Judith. Thomas K. Nakayama. Hyrje në komunikimin ndërkulturor,UET Pres 2010  3. Heywood, Andrew. Politika, ISPL,Tr. 2008  4. Meunir, Pierre Jean. Daniel Peraya. Hyrje ne teorite e Komunikimit QSSHE 2009  5. Beqaj, Belul. Politika në fokus, Galaxy,Pr. 2016  6. Fuga, Artan. Komunikimi ne shoqerine massive, Papirus, Tirane 2014 | | | |
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