



COURSE INFORMATION FORM

SEMESTER | Fall

COURSE CODE	141313024	COURSE NAME	COMMUNICATION THEORIES
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	THEORY	APPLICATION	LAB.	CREDIT	ECTS	TYPE	LANGUAGE
3	2	0	0	2	2	Elective	Turkish

CATEGORY OF COURSE (ECTS Credit Distribution)				
Basic Education	Art	Design	Visual Communication	Social Science
			1	1

EVALUATION CRITERIA			
ASSESSMENT		EXAM TYPE	PERCENTAGE OF EXAM
EXAMS IN SEMESTER	Midterm Exam 1	Written examination	40
FINAL		Written examination	60
EXCUSE EXAMINATION			
RESIT EXAMINATION			

RECOMMENDED PREREQUISITES OF COURSE	NONE
BRIEF CONTENT	Concept of Communication and Its Definition, Communication Process and Elements, Modes of Communication, Basic Communication Models, Mass Communication, its effects and popular culture, Dominant Approaches, Critical Theories
COURSE OBJECTIVES	Providing students with the basic communication theory, dominant approaches and critical theories; thus helping them develop ability to look at the issues from different perspectives.
CONTRIBUTION TO VOCATIONAL EDUCATION	1. Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines. 2. Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.
LEARNING OUTCOMES	1. Knowledge on different theories of communication. 2. Ability to develop different approaches to social events and projects. 3. Ability to define the relationship of theory and practice. 4. Ability to analyze the links between social events and theory.
REFERENCES	John Fiske, (2014) <i>İletişim Çalışmalarına Giriş</i> , İstanbul: Pharmakon Kitap. Ünsal Oskay, (2001) <i>İletişimin ABC'si</i> , İstanbul: Der. İrfan Erdoğan, (2002) <i>İletişimi Anlamak</i> , Ankara: Erk.
TEXTBOOKS / NOTES	Nurçay Türkoğlu, (2004) <i>İletişim Bilimlerinden Kültürel Çalışmalara Toplumsal İletişim</i> . İstanbul: Babil Yayınları.
MATERIALS	



WEEKLY COURSE PLAN	
WEEK	SUBJECTS
1	Concept of Communication and Its Definition, Communication Process and Elements
2	Modes of Communication
3	Basic Communication Models
4	Definition of Mass Communication
5	Effects of Mass Communication
6	Mass Communication and Popular Culture
7	MIDTERM EXAM
8	Dominant Approaches (Basic Theories of Dominant Approaches)
9	Dominant Approaches ( Technological Approaches to Communication)
10	Dominant Approaches (Other Approaches and Theories)
11	Critical Theories (Frankfurt School and Critical Theory)
12	Critical Theories (Hegemony and Ideological State Apparatuses)
13	Critical Theories (Structural Linguistics and Semiology)
14	Critical Theories (Centre for Contemporary Cultural Studies)
15-16	FINAL EXAM

NO	COURSE CONTRIBUTION TO THE PROGRAM OUTCOMES	CONTRIBUTION LEVEL		
		1 low	2 med	3 high
1	Ability to establish and conceive the basic concepts, principles and the history of communication and visual communication design and relate to other disciplines.			x
2	Understanding of the design culture, ethics, and the rights and responsibilities of designers.	x		
3	Understanding of the diversity, aesthetic sensitivity and the visual language of art and design and to reflect it into design.	x		
4	Ability to analyze with interrogation and critical thinking and to reflect it into design, and to find appropriate solutions to design problems.			x
5	Ability to recognize the design techniques and technology and to identify their differences, applications and methods.		x	
6	Ability to understand and practice the design process, its steps, and production techniques.	x		
7	Ability to refresh knowledge on design process and design information in accordance with the modern requirements and technological developments.	x		
8	Ability to utilize various artistic and industrial production techniques.	x		
9	Appreciation of the national and universal values and ability to expand design concepts from national level to universal level.		x	
10	Awareness for the protection of nature and the environment as well as eco-design,	x		
11	Ability to prepare social responsibility projects in order to raise design awareness.	x		

LECTURER	SIGNATURE	DATE