



ESOGU Faculty of Art and Design
Visual Communication Design Department
COURSE INFORMATION FORM

SEMESTER	Fall
-----------------	------

COURSE CODE	141313024	COURSE NAME	Communication Theories
--------------------	-----------	--------------------	------------------------

SEMESTER	WEEKLY COURSE PERIOD			COURSE OF			
	Theory	Practice	Labratory	Credit	ECTS	Type	Language
3	2	0	0	2	2	COMPULSORY () ELECTIVE (X)	Turkish

COURSE CATEGORY

Basic Education	Art	Design	Visual Communication	Social Science
			1	1

ASSESSMENT CRITERIA

	Evaluation Type	Quantity	%
	MID-TERM	1st Mid-Term	1
2nd Mid-Term			
Quiz			
Homework			
Project			
Report			
Others (.....)			
FINAL EXAM		1	60

PREREQUIEITE(S)	
COURSE DESCRIPTION	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.
ADDITIVE OF COURSE TO APPLY PROFESSIONAL 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.
COURSE 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.
TEXTBOOK	1. John Fiske, (2014) İletişim Çalışmalarına Giriş, İstanbul: Pharmakon 2. Kitap. Ünsal Oskay, (2001) İletişimin ABC'si, İstanbul: Der. İrfan 3. Erdoğan, (2002) İletişimi Anlamak, Ankara: Erk.
OTHER REFERENCES	Nurçay Türkoğlu, (2004) İletişim Bilimlerinden Kültürel Çalışmalara Toplumsal İletişim. İstanbul: Babil Yayınları.
TOOLS AND EQUIPMENTS REQUIRED	Notebook, pen

WEEKLY COURSE SYLLABUS

WEEK	TOPICS
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	FINAL EXAM
16	FINAL EXAM

NO	PROGRAM OUTCOMES	Contribution Level		
		3	2	1
1	The ability to comprehend the basic concepts and principles of visual communication design and to establish their relationship with other disciplines	x		
2	The ability to comprehend the design culture and ethics, the rights and responsibilities of designers			x
3	The ability to grasp the visual language and aesthetic sensitivity of the design and reflect these on designs			x
4	The ability to analyze by thinking critically, to reflect this on their designs, and to offer appropriate solutions to problems	x		
5	The ability to recognize design technique and technology, to comprehend application areas and methods		x	
6	The ability to comprehend and apply the design process and production techniques			x
7	The ability to update design knowledge in line with the requirements of the age and technological developments			x
8	Comprehending local and universal values; the ability to develop an understanding of design from local to universal		x	
9	The ability to comprehend the importance of sustainable design in the protection of nature and the environment			x
10	The ability to gain sensitivity to the current problems of the society and to develop solutions to these problems			x

1: None. 2: Partially contribution. 3: Completely contribution.

Instructor(s): Öğr. Gör. Latif Koşu

Signature:

Date: