

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code		Academic Year		Semester	
ICMR104		2021-2022		2	
Title		T	A	L	ECTS
Applied Communication		2	0	0	5
Language	English				
Level	Graduate	x	Postgraduate		
Department / Program	International Communication and Media Research				
Forms of Teaching and Learning	Face-to-Face (60%), Distance Learning (40%)				
Course Type	Compulsory	x	Elective		
Objectives	The intention of this course is to raise awareness of errors, mistakes, deficiencies and even communication accidents that can be encountered in communication-based applications that sometimes occur involuntarily in corporate and daily life, especially as digital media and advanced communication technologies make the individual almost an independent communication environment in the discipline of communication and media studies. The aim is to gain knowledge and to deal with all applications of the communication phenomenon within the framework of best practice examples in the relevant fields.				
Content	The course encompasses responsibilities in communication, communication steps, social media and communication, corporate communication, stakeholder communication, corporate identity, marketing communication, sustainable communication, communication accidents, communication conflicts, effective listening and communication, "you" language and "I" language. It offers a hands-on perspective on key areas such as feedback and feedback.				
Prerequisites	–				
Coordinator	–				
Lecturer(s)	Prof. Dr. Burhanettin Aykut Arıkan				
Assistant(s)	Oğuzhan Güner M.A.				
Work Placement	–				
Recommended or Required Reading					
Books / Lecture Notes	Mark Deuze & Mirjam Prenger, Making Media: Production, Practices, and Professions, Amsterdam University Press, January 2, 2019.				
Other Sources	Lecture Notes				
Additional Course Material					
Documents	–				
Assignments	–				
Exams	–				

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Composition			
Social Sciences			100%
Natural Sciences			%
Engineering Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam			
Quiz			
Assignments			
Attendance			
Recitations			
Projects	1		100
Final Exam			
Total			100%
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	2	28
Self-Study	14	1	14
Assignments			
Presentation / Seminar Preparation			
Midterm Exam			
Recitations			
Laboratory			
Projects	1	108	108
Final Exam			
Total Work Load			150
ECTS Points (Total Work Load / 30)			5
Learning Outcomes			
1	Describe the communication discipline and its central questions		
2	Employ communication theories, perspectives, principles, and concepts		
3	Engage in communication inquiry		
4	Create messages appropriate to the audience, purpose, and context		
5	Critically analyse messages		

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

6	Demonstrate the ability to accomplish communicative goals
7	Apply ethical communication principles and practices
8	Influence public disclosure

Weekly Content

1	Introduction
2	Media Industry
3	Media Business
4	Media Production
5	Media Products and Innovation
6	Change of Media Business Models
7	Media Workers and Professional Life
8	Diversity and Participation in Media Businesses
9	Correspondence
10	Media Management
11	Production
12	TV Programming
13	Social Media and Metaverse
14	Digital Media

Contribution of Learning Outcomes to Program Objectives (1-5)

	P1	P2	P3	P4	P5	P6
1	5	1	4	4	4	4
2	4	1	4	5	4	4
3	5	1	4	5	4	4
4	3	1	4	4	4	5
5	3	2	4	4	5	3
6	3	1	4	3	5	3
7	4	1	4	4	5	3
8	3	1	4	5	3	5

Contribution Level 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High

<https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=6028>

Compiled by: Prof. Dr. Burhanettin Aykut Arıkan

Date of Compilation: 01.03.2022

**DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS**