

DEPARTMENT OF CULTURE AND COMMUNICATION SCIENCES  
COURSE SYLLABUS

Course Details					
<b>Code</b>		<b>Academic Year</b>		<b>Semester</b>	
KKW103		1		1	
<b>Title</b>		<b>T</b>	<b>A</b>	<b>L</b>	<b>ECTS</b>
Introduction to Communication Sciences		3	-	-	6
<b>Language</b>	Turkish				
<b>Level</b>	<b>Undergraduate</b>	x	<b>Graduate</b>	<b>Postgraduate</b>	
<b>Department / Program</b>	Cultural and Communication Sciences				
<b>Forms of Teaching and Learning</b>					
<b>Course Type</b>	<b>Compulsory</b>	x	<b>Elective</b>		
<b>Objectives</b>	This course focuses on the science of communication, which is an essential part of the Curriculum, and aims to understand communication as public communication through all interpersonal forms and media.				
<b>Content</b>	In this introductory course, the main research fields, research questions and problems of communication science, which is an interdisciplinary branch, are examined. At the same time, the trend of communication within the historical development process is explained by associating it with its social scientific foundations. The relations of communication science with other disciplines are revealed. The theories, paradigms and representatives of the discipline are examined in a historical and cultural context. Students are told the key concepts of communication science. Starting from Linear Models in the historical development process of Communication Science, it is directed to the comp				
<b>Prerequisites</b>					
<b>Coordinator</b>	Prof. Dr. B. Aykut Arıkan				
<b>Lecturer(s)</b>	Prof. Dr. B. Aykut Arıkan				
<b>Assistant(s)</b>	Res. Asst. M. Oğuzhan Güner				
<b>Work Placement</b>					
Recommended or Required Reading					
<b>Books / Lecture Notes</b>	<p>Aziz, A. (2016). İletişime Giriş (5. baskı). Hiperlink.</p> <p>Burke, P. (2013). Bilginin Toplumsal Tarihi. İstanbul: Tarih Vakfı Yurt Yayınları.</p> <p>Burke, P. (2013). Bilginin Toplumsal Tarihi II Encyclopedie'den Wikipedia'ya. İstanbul: Tarih Vakfı Yurt Yayınları.</p> <p>Burke, P., &amp; Briggs, A. (2011). Medyanın Toplumsal Tarihi. İstanbul: Kırmızı.</p> <p>Çamdereli, M. (2015). İletişime Giriş. İstanbul: Dem.</p> <p>Fiske, J. (1990). İletişim Çalışmalarına Giriş. İstanbul: Bilim ve Sanat.</p> <p>Frankfort, H. (1989). Uygarlığın Doğuşu. İstanbul: V Yayınları.</p> <p>Girgin, A. (2005). Haber Yazmak. İstanbul: Der.</p>				

DEPARTMENT OF CULTURE AND COMMUNICATION SCIENCES  
COURSE SYLLABUS

	<p>Gökberk, M. (2019). Felsefe Tarihi (32. baskı). Ankara: Remzi Kitabevi.  Gökçe, O. (2017). İletişime Giriş: Nasıl Daha İyi Anlar ve Anlaşılırım? İstanbul: Çizgi.  Güngör, N. (2018). İletişime Giriş (5. baskı). Siyasal Kitabevi.  Haçerlioğlu, O. (2019). Düşünce Tarihi (25.). Ankara: Remzi Kitabevi.  Işık, M. (2017). İletişim Bilimine Giriş. Konya: Eğitim Kitabevi.  Koloğlu, O. (2006). Osmanlı'dan 21. Yüzyıla Basın Tarihi. İstanbul: Pozitif Yayınları.  Kramer, N. S. (2017). Tarih Sümerde Başlar/ Yazılı Tarihteki Otuzdokuz İlk. İstanbul: Kabalıcı.  Leeds-Hurwitz, W. (Ed.). (2016). İletişim Bilimlerine Toplumsal Yaklaşımlar. Ankara: Nobel Kitap.</p>		
Other Sources			
<b>Additional Course Material</b>			
Documents			
Assignments			
Exams			
<b>Course Composition</b>			
Mathematics und Basic Sciences		%	
Engineering		%	
Engineering Design		%	
Social Sciences		%100	
Educational Sciences		%	
Natural Sciences		%	
Health Sciences		%	
Expert Knowledge		%	
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>	<b>Percentage (%)</b>	
Midterm Exam	1	%40	
Quiz			
Assignments			
Attendance			
Recitations			
Projects			
Final Exam	1	%60	
	<b>Total</b>	<b>100</b>	
<b>ECTS Points and Work Load</b>			
<b>Activity</b>	<b>Count</b>	<b>Duration</b>	<b>Work Load (Hours)</b>

DEPARTMENT OF CULTURE AND COMMUNICATION SCIENCES  
COURSE SYLLABUS

Lectures	14	3	42
Self-Study	14	4	56
Assignments	14	3	42
Presentation / Seminar Preparation			
Midterm Exam			
Recitations			
Laboratory			
Projects			
Final Exam	1	4	4
<b>Total Work Load</b>			<b>144</b>
<b>ECTS Points (Total Work Load / Hours)</b>			<b>6</b>

**Learning Outcomes**

1	To have general information about the basic concepts of communication sciences
2	Learning and classifying the theories and representatives of communication science.
3	To be able to turn to the complex information field and to learn the basic concepts of the field and to enter scientific thought.
4	To comprehend the orientation of the discipline to the interdisciplinary feature.
5	Ensuring the inclination to think with Theories and Models.
6	
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12	

**Weekly Content**

1	Introduction: What is the University and Science?
2	Science and Civilization
3	Communication as Science
4	Society and Communication
5	Individual and Social Functions of Communication
6	Communication Types
7	Communication Models
8	Science, Theory, Research

DEPARTMENT OF CULTURE AND COMMUNICATION SCIENCES  
COURSE SYLLABUS

9	Mass Communication Theories
10	Media Literacy and the Convergence Effect
11	Social Change and Trends
12	Printing and New Communication Technologies
13	Cinema
14	New Media Technologies and General Review
15	Exam

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

	P1	P2	P3	P4	P5	P6	P7
1	4	3	5	3	5		
2	4	3	5	3	5		
3	4	3	5	3	5		
4	4	3	5	3	5		
5	4	3	5	3	5		
6							
7							
8							
9							
10							
11							
12							

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

<https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=tr&curSunit=209>

**Compiled by:** Prof. Dr. Aykut Arıkan & Res. Asst. M. Oğuzhan Güner

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