

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details				
Code	Academic Year			Semester
KKW 150	1			2
Title	T	A	L	ECTS
Communication Theories I	3	-	-	5
Language	Turkish			
Level	Undergraduate	x	Graduate	Postgraduate
Department / Program	Cultural and Communication Sciences			
Forms of Teaching and Learning	Face to Face			
Course Type	Compulsory	x	Elective	
Objectives	The main aim of the course is to introduce the students to the basic theories that shape the field of communication studies, to understand these contexts in the context of historical frameworks, and to convey the connection of media and community relations.			
Content	Defining mass communication. The effects of mass media on society: Idealism, Materialism, Autonomy and Interdependence. Mass media theories: Laswell's theory, two step flow, agenda setting, uses and gratifications, cultural indicators.			
Prerequisites	-			
Coordinator	Assoc. Prof.Dr. A.Elif Posos Devrani			
Lecturer(s)	Assoc. Prof.Dr. A.Elif Posos Devrani			
Assistant(s)	Research Assist. İpek Kesici			
Work Placement	-			
Recommended or Required Reading				
Books / Lecture Notes	Özçetin, B. (2018). Kitle iletişim kuramları: kavramları okullar, modeller. İletişim Yayınları. Tokgöz, O. (2015). İletişim Kuramlarına Anlam Vermek. Ankara: İmge Kitabevi.			
Other Sources	-			
Additional Course Material				
Documents	-			
Assignments	-			

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Exams	-		
Course Composition			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design			%
Social Sciences	20		%
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge	80		%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz	-		-
Assignments	-		-
Attendance	-		-
Recitations	-		-
Projects	-		-
Final Exam	1		60
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	14	3	42
Self-Study	28	2	56
Assignments	14	3	42
Presentation / Seminar Preparation	-	-	-
Midterm Exam	1	1	1
Recitations	-	-	-
Laboratory	-	-	-
Projects	-	-	-
Final Exam	1	1	1
		Total Work Load	142
		ECTS Points (Total Work Load / Hours)	5
Learning Outcomes			
1	Able to have interdisciplinary perspectives and viewpoints to study in communication field in a wider scale.		

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

2	Able to conceptualize and analyze events and facts related to communication and media.
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	

Weekly Content

1	Introduction to the Course /What is Theory?
2	Mass Communication and Mass Communication Theories
3	Chicago School
4	Powerful Effects Paradigm
5	Limited effects paradigm
6	Returning from Limited Effects to Powerful Effects
7	Mass Communication Models
8	Topic review
9	Midterm
10	Frankfurt School, Critical Theory and Culture Industry
11	British Cultural Studies
12	Political Economy of Communication
13	Technological Paradigms 1
14	Technological Paradigms 2
15	

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

	P1	P2	P3	P4	P5	P6	P7
1	5	4	5	4	5		
2	5	4	5	4	5		
3	5	4	5	4	5		
4	5	4	5	4	5		
5							



DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

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:	Research Asisst. İpek Kesici						
Date of Compilation:	06.06.2022						