

DEPARTMENT OF CULTURAL AND COMMUNICATION SCIENCES
COURSE SYLLABUS

Course Details				
Code		Academic Year		Semester
KKW103		1		1
Title		T	A	L
Introduction to Communication Sciences		3	-	6
Language	Turkish			
Level	Undergraduate	x	Graduate	Postgraduate
Department / Program	Cultural and Communication Sciences			
Forms of Teaching and Learning				
Course Type	Compulsory	x	Elective	
Objectives	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.			
Content	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			
Prerequisites				
Coordinator	Prof. Dr. B. Aykut Arıkan			
Lecturer(s)	Prof. Dr. B. Aykut Arıkan			
Assistant(s)	Res. Asst. M. Oğuzhan Güner			
Work Placement				
Recommended or Required Reading				
Books / Lecture Notes	<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., & 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> <p>Gökberk, M. (2019). Felsefe Tarihi (32. baskı). Ankara: Remzi Kitabevi.</p>			

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	<p>Gökçe, O. (2017). İletişime Giriş: Nasıl Daha İyi Anlar ve Anlaşıyorum? İstanbul: Çizgi. Güngör, N. (2018). İletişime Giriş (5. baskı). Siyasal Kitabevi. Hançerlioğlu, 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			
Additional Course Material			
Documents			
Assignments			
Exams			
Course Composition			
Mathematics und Basic Sciences			%
Engineering			%
Engineering Design			%
Social Sciences			%100
Educational Sciences			%
Natural Sciences			%
Health Sciences			%
Expert Knowledge			%
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

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

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

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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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