

DEPARTMENT OF INTERCULTURAL MANAGEMENT  
COURSE SYLLABUS

Course Details				
<b>Code</b>		<b>Academic Year</b>		<b>Semester</b>
IKM 122		1		2
<b>Title</b>		<b>T</b>	<b>A</b>	<b>L</b>
Culture and Communication (Advanced Seminar)		2		5
<b>Language</b>	German			
<b>Level</b>	<b>Graduate</b>	X	<b>Postgraduate</b>	
<b>Department / Program</b>	Intercultural Management			
<b>Forms of Teaching and Learning</b>	Face to Face			
<b>Course Type</b>	<b>Compulsory</b>	X	<b>Elective</b>	
<b>Objectives</b>	In the seminar, the contents of the lecture are supplemented and deepened. The seminar complements and deepens the topics of the lecture by means of reading scientific texts, presentations based on them and joint discussions. In the presentation, students can develop and practice presentation techniques.			
<b>Content</b>	<p>Communication studies is a social science that centers on the study of the processes of public communication. Communication Studies is concerned with all aspects of public communication processes and those mediated by the mass media. The course Introduction to Communication Science focuses in the areas of:</p> <ol style="list-style-type: none"> <li>1- Communication theory and communication research.</li> <li>2- Structure and organization of public communication,</li> <li>3- Journalism and public relations.</li> </ol> <p>It familiarizes students with the central basic concepts as well as with the related models and theoretical approaches. familiar. It focuses on the central actors (journalism, public relations, among others).</p>			
<b>Prerequisites</b>	-			
<b>Coordinator</b>	Prof. Dr. Aykut Arıkan			
<b>Lecturer(s)</b>	Prof. Dr. Aykut Arıkan			
<b>Assistant(s)</b>	-			
<b>Work Placement</b>	-			
Recommended or Required Reading				
<b>Books / Lecture Notes</b>	<p>Michael Meyen, Maria Löblich (2006): Klassiker der Kommunikationswissenschaft. Fach- und Theoriegeschichte in Deutschland. Konstanz: UVK,  Günter Bentele, Hans-Bernd Brosius, Otfried Jarren (Hrsg.) (2003): Öffentliche Kommunikation. Handbuch Kommunikations- und Medienwissenschaft. Wiesbaden: Westdeutscher Verlag,  Bentele, Günter; Beck, Klaus (1994): Information – Kommunikation – Massenkommunikation: Grundbegriffe und Modelle der Publizistik- und Kommunikationswissenschaft. In: Jarren, Otfried (Hrsg.): Medien und Journalismus 1. Eine Einführung. Opladen, S. 15-50.  Löffelholz, Martin (Hrsg.) (2000): Theorien des Journalismus. Ein diskursives Handbuch. Wiesbaden.</p>			

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<b>Other Sources</b>	Eberwein Tobias; Müller, Daniel (2010). Journalismus und Öffentlichkeit. Eine Profession und ihr gesellschaftlicher Auftrag. Springer Verlag.		
<b>Additional Course Material</b>			
<b>Documents</b>	-		
<b>Assignments</b>	-		
<b>Exams</b>	-		
<b>Course Composition</b>			
<b>Social Sciences</b>	60		%
<b>Cultural Studies</b>	40		%
<b>Natural Sciences</b>			%
<b>Health Sciences</b>			%
<b>Expert Knowledge</b>			%
<b>Assessment</b>			
<b>Activity</b>	<b>Count</b>	<b>Percentage (%)</b>	
<b>Midterm Exam</b>	1	40	
<b>Quiz</b>			
<b>Assignments</b>			
<b>Attendance</b>			
<b>Recitations</b>			
<b>Projects</b>			
<b>Final Exam</b>	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>
<b>Lectures</b>	14	2	28
<b>Self-Study</b>	1	60	60
<b>Assignments</b>	2	12	24
<b>Presentation / Seminar Preparation</b>	1	30	30
<b>Midterm Exam</b>	1	3	3
<b>Recitations</b>			
<b>Laboratory</b>			
<b>Projects</b>			
<b>Final Exam</b>	1	10	10
	<b>Total Work Load</b>	<b>155</b>	
	<b>ECTS Points (Total Work Load / 28)</b>	<b>5</b>	

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**Learning Outcomes**

1	In the advanced seminar, all students examine the seminar topic together from different aspects. They independently develop theoretically sound knowledge about the given seminar topic and are able to research, understand, interpret and critically reflect on the state of research. Independent scientific work is required from the students - the preparation of the papers and term papers. Usually, in the first seminar sessions, a list of topics for papers and term papers is handed out, which students have to work on in the seminar. They summarize texts, draw their own conclusions from them and convey these in presentations, discussions and a written paper.
2	

**Weekly Content**

1	Introduction of the seminar topics
2	Presentations
3	Presentations
4	Presentations
5	Presentations
6	Presentations
7	Presentations
8	Presentations
9	Presentations
10	Presentations
11	Presentations
12	Presentations
13	Presentations
14	Conclusion
15	

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

	P1	P2	P3	P4	P5	P6	P7	P8
1	5	4	4	4	5	5	5	5

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

<https://obs.tau.edu.tr/oibs/bologna/progLearnOutcomes.aspx?lang=en&curSunit=199>

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