

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**COMMUNICATION THEORIES**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
COMMUNICATION THEORIES	PR2173260	Fall Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Esra OĞUZHAN				
<b>Name of Lecturer(s)</b>	Assist.Prof. Esra OĞUZHAN				
<b>Assistant(s)</b>					
<b>Aim</b>	Theories of Communication I discuss the approaches, theories and models developed in the field of communication and media studies in relation to the general social theory. In this context, while the main concepts and arguments of the theories are evaluated, it is tried to clarify the historical, cultural and intellectual context in which these theories are produced. In this way, the course provides information to students about the approaches and theories offered by the approaches, theories and models developed in the field of communication and media studies.				
<b>Course Content</b>	This course contains; Introduction to Communication Theories,Mass Communication Theories,Mass Communication Theories,Mediated Communication Theories,Interpersonal Communication Theories,Intercultural Communication Theories,Persuasive Communication Theories,Mid-term Exam,Critical Theory and Frankfurt School,Critical Theory and Frankfurt School,Birmingham School and Popular Culture,Chicago School,The Political Economy of the Mass Media.				
<b>Course Learning Outcomes</b>		<b>Teaching Methods</b>	<b>Assessment Methods</b>		
associates communication sciences with political, economic, cultural and social theories		9	A		
summarize communication theories from past to present.		9	A		
<b>Teaching Methods</b>	9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam				
<b>Lecture Schedule</b>					
<b>Sequenc e</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to Communication Theories				
2	Mass Communication Theories				
3	Mass Communication Theories				
4	Mediated Communication Theories				
5	Interpersonal Communication Theories				
6	Intercultural Communication Theories				
7	Persuasive Communication Theories				
8	Mid-term Exam				
9	Critical Theory and Frankfurt School				
10	Critical Theory and Frankfurt School				
11	Birmingham School and Popular Culture				
12	Chicago School				
14	The Political Economy of the Mass Media				
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
<p>Laughey, Dan (2010). Medya Çalışmaları: Teoriler ve Yaklaşımlar. Çev. Ali Maigret, Éric (2011). Medya ve İletişim Sosyolojisi. Çev. Halime Yücel. İstanbul: İletişim Yayınları.</p> <p>Stevenson, Nick (2008). Medya Kültürleri: Sosyal Teori ve Kitle İletişimi. Çev. Göze Orhon ve Barış Engin Aksoy. Ankara: Ütopya Yayınevi. ("Marshall McLuhan ve Kültürel Araçlar"</p> <p>Türkoğlu, Nurçay (2010). İletişim Bilimlerinden Kültürel Çalışmalara Toplumsal İletişim: Tanımlar, Kavramlar, Tartışmalar. İstanbul: Urban Kitap. sf. 123-139.</p> <p>Mattelart, Armand ve Michèle Mattelart, (1998). İletişim Kuramları Tarihi. Çev. Merih Zillioğlu. İstanbul: İletişim Yayınları.</p> <p>Stevenson, Nick (2008). Medya Kültürleri: Sosyal Teori ve Kitle İletişimi. Çev. Göze Orhon ve Barış Engin Aksoy. Ankara: Ütopya Yayınevi.</p> <p>Tomlinson, John (1999). Kültürel Emperyalizm: Eleştirel Bir Giriş. Çev. Emrehan Zeybekoğlu. İstanbul: Ayrıntı Yayınları.</p> <p>Chomsky, Noam ve Edward S. Herman (2006). Rızanın İmalatı: Kitle Medyasının Ekonomi Politikası. Çev. Ender Abadoğlu. İstanbul: Aram Yayıncılık. Lecture's notes</p>