

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
CULTURE, COMMUNICATION and SOCIETY	YMİ4210485	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Media Ethics				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Betül OK ŞEHİTOĞLU				
Name of Lecturer(s)	Assist.Prof. Betül OK ŞEHİTOĞLU				
Assistant(s)					
Aim	The aim of this course is to define the traditional and new media tools and explain the effects of oral, visual and written messages on culture to explain the reasons and results of global and local cultural change.				
Course Content	This course contains;				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Define culture			9	A, D	
analyze the social effects of communication technologies			9	A, D	
evaluate the effect of new communication technologies on social events			9	A, D	
analyze the reasons of cultural change			9	A, D	
analyze messages depending on cultural change			9	A, D	
Teaching Methods	9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1					
2					
3					
4					
5					
6					
7					
8					
8					
9					
10					
11					
12					
13					
14					
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources