

| Course Description | | | | | |
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| Name | Code | Semester | T+A Hour | Credit | ECTS |
| INTRODUCTION to COMMUNICATION SCIENCE | HR1138080 | Fall Semester | 3+0 | 3 | 6 |
| Prerequisites Courses | | | | | |
| Recommended Elective Courses | | | | | |
| Language of Instruction | Turkish | | | | |
| Course Level | First Cycle (Bachelor's Degree) | | | | |
| Course Type | Required | | | | |
| Course Coordinator | Assist.Prof. Merve YAZIÇI | | | | |
| Name of Lecturer(s) | Assist.Prof. Merve YAZIÇI | | | | |
| Assistant(s) | | | | | |
| Aim | The aim of this course; communication process, basic communication concepts, communication history, structure, functions, features, types, relations with other disciplines of science communication is to inform students about communication models and communication ethics. | | | | |
| Course Content | This course contains; Basic Concepts of Communication ,Features of the Communication Process,Communication Types ,Communication Barriers,Culture and Communication ,Oral Communication - Speaking and Listening,Lecture repetitions, question and answers; discussions,Contact Formats: Mass Communication,Communication Models,Contact Formats: Group communication and organizational (corporate) communication,Persuasive Communication and Ethics,Nonverbal Communication and Body Language,New Communication Technologies ,General summary and discussions over the concepts and key words, leaders.. | | | | |
| Course Learning Outcomes | | | Teaching Methods | Assessment Methods | |
| Describes the basic concepts of the communication sciences. | | | 10, 16, 9 | A | |
| Knows the historical development of communication processes and tools. | | | 16, 9 | A | |
| Express the communication processes and attributes of the elements involved in the process. | | | 16, 9 | A | |
| Uses the communication effectively. | | | 16, 9 | A | |
| Determine the importance of culture in the communication process. | | | 16, 9 | A | |
| Applies the items that are required for an effective speech. | | | 16, 9 | A | |
| Explains the communication models. | | | 16, 9 | A | |
| Evaluate that what kind of communication exist in all areas of life. | | | 16, 9 | A | |
| Uses non-verbal communication methods. | | | 16, 9 | A | |
| Explains the relationship between communication, ideology and technology. | | | 16, 9 | A | |
| Relates the political, economic and social events with communication. | | | 16, 9 | A | |
| Understand the importance of ethical principles in line with a lifelong personal and social purposes. | | | 16, 9 | A | |
| Teaching Methods | 10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method | | | | |
| Assessment Methods | A: Traditional Written Exam | | | | |
| Lecture Schedule | | | | | |
| Sequence | Topics | Preliminary Preparation | | | |
| 1 | Basic Concepts of Communication | Reading a book chapter on the subject | | | |
| 2 | Features of the Communication Process | Reading a book chapter on the subject | | | |
| 3 | Communication Types | Reading a book chapter on the subject | | | |
| 4 | Communication Barriers | Reading a book chapter on the subject | | | |
| 5 | Culture and Communication | Reading a book chapter on the subject | | | |
| 6 | Oral Communication - Speaking and Listening | Reading a book chapter on the subject | | | |
| 7 | Lecture repetitions, question and answers; discussions | Reading a book chapter on the subject | | | |
| 8 | Contact Formats: Mass Communication | Reading a book chapter on the subject | | | |
| 9 | Communication Models | Reading a book chapter on the subject | | | |
| 10 | Contact Formats: Group communication and organizational (corporate) communication | Reading a book chapter on the subject | | | |
| 11 | Persuasive Communication and Ethics | Reading a book chapter on the subject | | | |
| 12 | Nonverbal Communication and Body Language | Reading a book chapter on the subject | | | |
| 13 | New Communication Technologies | Reading a book chapter on the subject | | | |
| 14 | General summary and discussions over the concepts and key words, leaders. | Reading a book chapter on the subject | | | |
| Evaluation Methods | | Weight(%) | | | |
| Midterm Exam | | 40 | | | |
| General Exam | | 60 | | | |

| Resources |
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| Lecture notes published on the relevant platform for the Faculty of Communication students in the university website.Güngör, Nazife. İletişime Giriş. Ankara: Siyasal Kitabevi, 2015. Güngör, Nazife. İletişim- Kuramlar- Yaklaşımlar. Ankara: Siyasal Kitabevi, 2015. Briggs, Asa ve Burke, Peter. Medyanın Toplumsal Tarihi. İstanbul: Kırmızı Yayınları, 2011. Baldini, Massimo. İletişim Tarihi. İstanbul: Avcıol Yayınları, 2000. Zıllıoğlu, Merih. İletişim nedir. İstanbul: Cem Yayınevi, 1996. Oskay, Ünsal. İletişimin ABC'si. İstanbul: Alfa Yayınları, 2005 Aziz, Aysel. İletişime Giriş. İstanbul: Hiperlink Yayınları, 2010. Çamdereli, Mete. İletişime Giriş. İstanbul: Dem Yayınları, 2008. AÖF, Genel İletişim Ders Kitabı. |