

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

**2023 - 2024 Academic Year**

**CULTURE, COMMUNICATION and SOCIETY**

**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> |
| CULTURE, COMMUNICATION and SOCIETY                                     | PR4273310   | Spring 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>   | Elective  |                                |                         |                           |             |
| <b>Course Coordinator</b>  | Prof.Dr. Meliha Nurdan TAŞKIRAN   |                                |                         |                           |             |
| <b>Name of Lecturer(s)</b>   | Prof.Dr. Meliha Nurdan TAŞKIRAN   |                                |                         |                           |             |
| <b>Assistant(s)</b>  | This course contains; Cultural processes and mobility and spread of cultural phenomena,Cultural change and mass communication,Mass culture,Popular culture,Subcultures-counterculture,Cultural change and cultural identity,Cultural change and gender,International communication and cultural change,Internet culture,New media and cultural change,Cultural dimensions of communication and its place and importance in social structure,Globalisation and culture,Culture and new communication tech.,The effect of new communication technologies on social events through examples. |                                |                         |                           |             |
| <b>Aim</b>   | 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.   |                                |                         |                           |             |
| <b>Course Content</b>  | This course contains; Cultural processes and mobility and spread of cultural phenomena,Cultural change and mass communication,Mass culture,Popular culture,Subcultures-counterculture,Cultural change and cultural identity,Midterm,Cultural change and gender,International communication and cultural change,Internet culture,New media and cultural change,Cultural dimensions of communication and its place and importance in socialstructure,Globalisation and culture,General Exam.  |                                |                         |                           |             |
| <b>Course Learning Outcomes</b>  |   |                                | <b>Teaching Methods</b> | <b>Assessment Methods</b> |             |
| Define culture.  |   |                                | 9                       | A, D                      |             |
| Explain the social effects of communication technologies.              |   |                                | 9                       | A, D                      |             |
| Explain the effect of new communication technologies on social events. |   |                                | 9                       | A, D                      |             |
| Explain the reasons of cultural change.                                |   |                                | 9                       | A, D                      |             |
| <b>Teaching Methods</b>  | 9: Lecture Method   |                                |                         |                           |             |
| <b>Assessment Methods</b>  | A: Traditional Written Exam, D: Oral Exam   |                                |                         |                           |             |
| <b>Lecture Schedule</b>  |   |                                |                         |                           |             |
| <b>Sequence</b>  | <b>Topics</b>   | <b>Preliminary Preparation</b> |                         |                           |             |
| 1  | Cultural processes and mobility and spread of cultural phenomena  |                                |                         |                           |             |
| 2  | Cultural change and mass communication  |                                |                         |                           |             |
| 3  | Mass culture  |                                |                         |                           |             |
| 4  | Popular culture   |                                |                         |                           |             |
| 5  | Subcultures-counterculture  |                                |                         |                           |             |
| 6  | Cultural change and cultural identity   |                                |                         |                           |             |
| 7  | Midterm   |                                |                         |                           |             |
| 8  | Cultural change and gender  |                                |                         |                           |             |
| 9  | International communication and cultural change   |                                |                         |                           |             |
| 10   | Internet culture  |                                |                         |                           |             |
| 11   | New media and cultural change   |                                |                         |                           |             |
| 12   | Cultural dimensions of communication and its place and importance in socialstructure  |                                |                         |                           |             |
| 13   | Globalisation and culture   |                                |                         |                           |             |
| 14   | General Exam  |                                |                         |                           |             |
| <b>Evaluation Methods</b>  |   | <b>Weight(%)</b>               |                         |                           |             |
| Midterm Exam   |   | 40                             |                         |                           |             |
| General Exam   |   | 60                             |                         |                           |             |

| <b>Resources</b>   |
|--|
| Nazife Güngör, İletişime Giriş?. Ankara, Siyasal Kitabevi, 2015 Dennis McQuail – Sven Windahl, Kitle İletişim Modelleri, Çev. Konca Yumlu, Ankara, İmge Kitabevi John Fiske, İletişim Çalışmalarına Giriş, Çev. Süleyman İrvan, Ankara, Pharmakon, Oya Tokgöz, İletişim Kuramlarına Anlam Vermek Başlangıcından Günümüze Anglo Amerikan İletişim Kuramı, İmge Kitabevi, Ankara, 2015 Oya Morva, Chicago Sosyoloji Okulu ve Sosyal Teoride İletişimin Keşfi, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü Doktora Tezi, 2011 |