

**School of Communication / New Media and Communication Systems**

**2024 - 2025 Academic Year**

**PHILOSOPHY of COMMUNICATION**

**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>
PHILOSOPHY of COMMUNICATION	YMI3214905	Spring Semester	3+0	3	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Doğa ÇÖL				
<b>Name of Lecturer(s)</b>	Assist.Prof. Doğa ÇÖL				
<b>Assistant(s)</b>					
<b>Aim</b>	This course explores foundational and contemporary philosophical questions about communication as they pertain to media studies. It examines how meaning is constructed, conveyed, and interpreted through various forms of media, and the implications for art, culture, and society. Through a study of key philosophical texts, case studies, and critical discussions, students will engage with complex ideas and apply them to their creative and analytical work.				
<b>Course Content</b>	This course contains; Introduction to philosophy of communication,Analytic, continental and pragmatic methods,Continental Approach to Philosophy of Language,Pragmatic Philosophy of Language,Analytic Philosophy of Language,Meaning and Interpretation,Symbol and Representation,Midterm Exam,Visual Culture and Pictorial Turn,Mass Communication,Popular Culture,New Media,Problems of Artificial Intelligence and Virtual Reality,General Views and Discussion Regarding the Future,Final Exam.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Students will understand analytical, continental and pragmatic methods of philosophy of communication and discuss the differences between them.			10, 16, 6, 9		
Apply the basic concepts and theories of philosophy of language, especially continental and pragmatic approaches, in communication.			13, 4	A, E	
Analyze concepts such as meaning, interpretation, symbol and representation in depth and evaluate their impact on everyday communication.			14, 2, 9	A, F	
To be able to deal with the issues of visual culture and mass communication, to examine philosophical debates in these fields and to make inferences.			10, 13, 9	C, G	
Discusses philosophical considerations and ethical issues in contemporary technological issues such as new media, artificial intelligence and virtual reality.			12, 9	A, E, G	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 2: Project Based Learning Model, 4: Inquiry-Based Learning, 6: Experiential Learning, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, C: Multiple-Choice Exam, E: Homework, F: Project Task, G: Quiz				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Introduction to philosophy of communication	Austin, J. L. (1962). How to Do Things With Words. Introduction. Gadamer, H-G. (2004). Truth and Method. Introduction.			
2	Analytic, continental and pragmatic methods	Wittgenstein, L. (1953). Philosophical Investigations. Chapter 1. Derrida, J. (1978). Writing and Difference. Chapter 1.			
3	Continental Approach to Philosophy of Language	Saussure, F. de. (2011). Course in General Linguistics. Chapter 1.			
4	Pragmatic Philosophy of Language	Peirce, C. S. (1998). The Essential Peirce: Selected Philosophical Writings. Chapter 2.			
5	Analytic Philosophy of Language	Russell, B. (1905). On Denoting. Chapter 1.			
6	Meaning and Interpretation	Davidson, D. (1984). Inquiries into Truth and Interpretation. Chapter 3.			
7	Symbol and Representation	Goodman, N. (1968). Languages of Art. Chapter 4.			
8	Midterm Exam	Review all topics.			
9	Visual Culture and Pictorial Turn	Mitchell, W. J. T. (1994). Picture Theory. Chapter 2.			
10	Mass Communication	McLuhan, M. (1994). Understanding Media. Chapter 1.			
11	Popular Culture	Adorno, T. W., & Horkheimer, M. (2002). Dialectic of Enlightenment. Chapter 3.			
12	New Media	Baudrillard, J. (1994). Simulacra and Simulation. Chapter 4.			
13	Problems of Artificial Intelligence and Virtual Reality	Putnam, H. (1975). Mind, Language, and Reality. Chapter 2.			
14	General Views and Discussion Regarding the Future	Ricoeur, P. (1984). Time and Narrative. Chapter 1.			
15	Final Exam	Prepare for the final exam.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

**Resources**

- Austin, J. L. (1962). "How to Do Things With Words." Harvard University Press.
- Baudrillard, J. (1994). "Simulacra and Simulation." University of Michigan Press.
- Benjamin, W. (1968). "Illuminations." Schocken Books.
- Derrida, J. (1978). "Writing and Difference." University of Chicago Press.
- Gadamer, H.-G. (2004). "Truth and Method." Continuum.
- Grice, H. P. (1989). "Studies in the Way of Words." Harvard University Press.
- McLuhan, M. (1994). "Understanding Media: The Extensions of Man." MIT Press.
- Mitchell, W. J. T. (1994). "Picture Theory." University of Chicago Press.
- Peirce, C. S. (1998). "The Essential Peirce: Selected Philosophical Writings." Indiana University Press.
- Ricoeur, P. (1984). "Time and Narrative." University of Chicago Press.
- Russell, B. (1905). "On Denoting." *Mind*, New Series, Vol. 14, No. 56.
- Saussure, F. de. (2011). "Course in General Linguistics." Columbia University Press.
- Wittgenstein, L. (1953). "Philosophical Investigations." Blackwell Publishing.
- Adorno, T. W., & Horkheimer, M. (2002). "Dialectic of Enlightenment." Stanford University Press.
- Quine, W. V. O. (1960). "Word and Object." MIT Press.
- Kripke, S. (1980). "Naming and Necessity." Harvard University Press.
- Davidson, D. (1984). "Inquiries into Truth and Interpretation." Oxford University Press.
- Brandom, R. (1994). "Making It Explicit: Reasoning, Representing, and Discursive Commitment." Harvard University Press.
- Putnam, H. (1975). "Mind, Language, and Reality: Philosophical Papers, Volume 2." Cambridge University Press.
- Baudrillard, J. (1981). "For a Critique of the Political Economy of the Sign." Telos Press.