

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

COMMUNICATION THEORIES

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMUNICATION THEORIES	HR2150430	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Asena TEMELLİ COŞGUN				
Name of Lecturer(s)	Assist.Prof. Asena TEMELLİ COŞGUN				
Assistant(s)					
Aim	The approach, theory and models developed in the field of communication and media studies are discussed in relation to the general social theory. As the basic concepts and arguments of the theories that are evaluated in this direction are put forth, the historical, cultural and intellectual context in which the theories are produced is clarified.				
Course Content	This course contains; Evaluation of the concepts of "communication", "media", "mass media", "communication theories", "communication studies" and "media studies" and periodicals and classifications related to communication theories,to Society and Communication; From Face-to-Face Communication to Mass Communication; Historical Development of Communication Studies; Different Orientations in Mass Communication Studies,The Concept of Mass Society and the Development of Mass Society; Mass Culture; Theorists and Approaches to Mass Society; The Role of Mass Communication Tools,Comparative Analysis of Mainstream Communication Theories and Critical Communication Theories; Early American Communication Studies I: Chicago School: Philosophy of the School, Centrality of Communication, Symbolic Interactionism, Main Criticisms of the School,Development and Key Features of Mainstream Communication Approaches; Powerful Effects Paradigm in Mainstream Approaches (Walter Lippmann and Public Opinion, Laswell's Communication Approach, Magic Bullet/Hypodermic Needle Model, Shannon and Weaver's Information Theory),Limited Effects Paradigm in Mainstream Communication Studies (Hovland and Persuasion, Two-Step Flow Theory, Uses and Gratifications); Reemergence of Powerful Effects Paradigm (Agenda-Setting, Framing Theory, Dependency Theory, Spiral of Silence),Cultivation Theory and Cultural Indicators Project (George Gerbner); Other Theories and Models: Gatekeeping Model, Information Deficit Hypothesis, Diffusion of Innovations Model, Riley and Riley's Sociological Model; Psychological Theories: Festinger's Cognitive Dissonance Theory, ABX Balance Model, Westley and MacLean's Mediated Communication Model; Technological Approaches to Communication (H. Innis and McLuhan),Critical Communication Theories: Frankfurt School, Critical Theory, and Culture Industry (Adorno and Horkheimer),British Cultural Studies: Raymond Williams and Flow Theory, Stuart Hall - Encoding/Decoding, Culture and Popular Culture,Gramsci and Hegemony - 'Consent Concept,' Louis Althusser - State Ideological Apparatuses, Structuralist Linguistics and Semiotics (Saussure and Barthes),Political Economy of Communication: Corporateization Process, Commodification of Communication, Globalization, Neoliberal Policies, and New Capitalism, Consumer Society,Michel Foucault and the Society of Surveillance,Jean Baudrillard and the Hyperreality Concept, Reading Media Messages in the Post-Truth Era,Globalization and Communication: Manuel Castells' Information Age, The Power of Communication.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Describe the concepts of "communication", "media", "mass media", "communication theories", "communication studies" and "media studies".			19, 9	A	
Explain the media concept of mass society and mass culture approach.			19, 9	A	
Describe the strong influence approach and the syringe / hypodermic needle model.			19, 9	A	
Explain the communication researches based on psychology and social psychology, the concept of humiliation and threshold supervision.			19, 9	A	
The strong influence approach explains the two-stage flow theory of communication and the conception of opinion.			19, 9	A	
Explain the basic arguments and representatives of the theory of use and satisfaction.			19, 9	A	
Evaluates the communication and media research of the Chicago School.			19, 9	A	
It explains Critical Communication Theories.			19, 9	A	
Teaching Methods	19: Brainstorming Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Evaluation of the concepts of "communication", "media", "mass media", "communication theories", "communication studies" and "media studies" and periodicals and classifications related to communication theories	Levent Yaylagül Mass Communication Theories p. 13-37 Burak Özçetin Mass Communication Theories p.21-34			
2	to Society and Communication; From Face-to-Face Communication to Mass Communication; Historical Development of Communication Studies; Different Orientations in Mass Communication Studies	Levent Yaylagül Mass Communication Theories p. 13-37			
3	The Concept of Mass Society and the Development of Mass Society; Mass Culture; Theorists and Approaches to Mass Society; The Role of Mass Communication Tools	Burak Özçetin Mass Communication Theories p. 39-54			
4	Comparative Analysis of Mainstream Communication Theories and Critical Communication Theories; Early American Communication Studies I: Chicago School: Philosophy of the School, Centrality of Communication, Symbolic Interactionism, Main Criticisms of the School	Levent Yaylagül Mass Communication Theories p. 29-37 Burak Özçetin Mass Communication Theories p. 57-82			
5	Development and Key Features of Mainstream Communication Approaches; Powerful Effects Paradigm in Mainstream Approaches (Walter Lippmann and Public Opinion, Laswell's Communication Approach, Magic Bullet/Hypodermic Needle Model, Shannon and Weaver's Information Theory)	Levent Yaylagül Mass Communication Theories p. 55-58 Burak Özçetin Mass Communication Theories p. 85-97			
6	Limited Effects Paradigm in Mainstream Communication Studies (Hovland and Persuasion, Two-Step Flow Theory, Uses and Gratifications); Reemergence of Powerful Effects Paradigm (Agenda-Setting, Framing Theory, Dependency Theory, Spiral of Silence)	Burak Özçetin Mass Communication Theories p. 99-128			

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Lecture Schedule		
Sequenc e	Topics	Preliminary Preparation
7	Cultivation Theory and Cultural Indicators Project (George Gerbner); Other Theories and Models: Gatekeeping Model, Information Deficit Hypothesis, Diffusion of Innovations Model, Riley and Riley's Sociological Model; Psychological Theories: Festinger's Cognitive Dissonance Theory, ABX Balance Model, Westley and MacLean's Mediated Communication Model; Technological Approaches to Communication (H. Innis and McLuhan)	Burak Özçetin Mass Communication Theories p. 128-153 Levent Yaylagül Mass Communication Theories p. 61-72
8	Critical Communication Theories: Frankfurt School, Critical Theory, and Culture Industry (Adorno and Horkheimer)	Burak Özçetin Mass Communication Theories p. 161-173
9	British Cultural Studies: Raymond Williams and Flow Theory, Stuart Hall - Encoding/Decoding, Culture and Popular Culture	Burak Özçetin Mass Communication Theories p. 181-200
10	Gramsci and Hegemony - 'Consent Concept,' Louis Althusser - State Ideological Apparatuses, Structuralist Linguistics and Semiotics (Saussure and Barthes)	Levent Yaylagül Mass Communication Theories p. 113-130
11	Political Economy of Communication: Corporateization Process, Commodification of Communication, Globalization, Neoliberal Policies, and New Capitalism, Consumer Society	Burak Özçetin Mass Communication Theories 207-226 J. Baudrillard Consumer Society, Armand Mattelart Beyin İğfal Şebekesi
12	Michel Foucault and the Society of Surveillance	Aldous Huxley-Brave New World George Orwell -1984 Neil Postman Amusing Ourselves to Death
13	Jean Baudrillard and the Hyperreality Concept, Reading Media Messages in the Post-Truth Era	Watching the film "The Truman Show" and the documentary "The Great Hack"
14	Globalization and Communication: Manuel Castells' Information Age, The Power of Communication	Burak Özçetin Mass Communication Theories p. 262-265 Levent Yaylagül Mass Communication Theories p. 193-204
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources	
1.	R. Kaya, İktidar Yumağı: Medya-Sermaye-Devlet. Ankara: İmge Kitabevi. sf. 23-33 ve 44-64, 2009.
2.	D. Laughey, Medya Çalışmaları: Teoriler ve Yaklaşımlar. Çev. Ali Toprak. İstanbul: Kalkedon. sf. 9-24, 2010
3.	A. Swingewood, Kitle Kültürü Efsanesi. Çev. Aykut Kansu. Ankara: Bilim ve Sanat Yayınları. sf. 17-29, 1996
4.	M. Bourse ve H. Yücel İletişim Bilimlerinin Serüveni. İstanbul: Ayrıntı Yayınları. sf. 78-84, 2012
5.	D. Laughey, Medya Çalışmaları: Teoriler ve Yaklaşımlar. Çev. Ali Toprak. İstanbul: Kalkedon. sf. 39-44, 2010
6.	E. Maigret, Medya ve İletişim Sosyolojisi. Çev. Halime Yücel. İstanbul: İletişim Yayınları. sf. 69-81, 2011
7.	J. Fiske, İletişim Çalışmalarına Giriş. 2. baskı. Çev. Süleyman İrvan. Ankara: Bilim ve Sanat Yayınları. sf. 194-202, 2003
8.	O. Morva, Chicago Okulu: Pragmatik Sosyal Teoride İletişimin Keşfi. İstanbul: Doruk Yayınları. sf. 85-143, 2013
9.	D. McQuail ve S. Windahl İletişim Modelleri: Kitle İletişim Çalışmalarında. Çev. Konca Yumlu. Ankara: İmge Yayınevi. sf. 127-131, 2005
10.	E. Noelle-Neumann, "Suskunluk Sarmalı Kuramı'nın Medyayı Anlamaya Etkisi." Medya Kültür Siyaset. Der. Süleyman İrvan. 2. Basım. Ankara: Alp Yayınları. sf. 379-391, 2002
11.	N. Stevenson, Medya Kültürleri: Sosyal Teori ve Kitle İletişimi. Çev. Göze Orhon ve Barış Engin Aksoy. Ankara: Ütopya Yayınevi. ("Marshall McLuhan ve Kültürel Araçlar" bölümü sf. 195-216), 2008
12.	N. Türkoğlu, İletişim Bilimlerinden Kültürel Çalışmalara Toplumsal İletişim: Tanımlar, Kavramlar, Tartışmalar. İstanbul: Urban Kitap. sf. 123-139, 2010
13.	J. Tomlinson, John Kültürel Emperyalizm: Eleştirel Bir Giriş. Çev. Emrehan Zeybekoğlu. İstanbul: Ayrıntı Yayınları. sf. 57-74, 1999
14.	N. Chomsky ve E. S. Herman Rızanın İmalatı: Kitle Medyasının Ekonomi Politikası. Çev. Ender Abadoğlu. İstanbul: Aram Yayıncılık. sf. 75-120, 2006