

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

COMMUNICATION SOCIOLOGY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMUNICATION SOCIOLOGY	HR3172720	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Yusuf ÖZKIR				
Name of Lecturer(s)	Prof.Dr. Mahmut Hakkı AKIN				
Assistant(s)					
Aim	To increase the basic knowledge and perspective of the students in the field of sociology of communication based on literature and theoretical discussions. To follow the multifaceted structure of communication, its change in the historical process, from the perspective of the discipline of sociology and through discussions in the literature.				
Course Content	This course contains; Introduction of course content and course resources,Human, Culture, Communication,Modernization and Mass Communication,Publicity and Public Opinion,Media and Social Change,Media and Social Control,Propaganda,Television,Culture Industry,Intercultural Communication,New Media Discussions,Digital Culture,Sociology of Communication Studies in Turkey,Overall Assessment.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
arrange their skills to see social event having observative perspective			13, 16, 18, 19, 9	A	
assess the main debates in the field of Sociology of Communication.			9	A	
Critically analyse communication and media texts.			9	A	
Can analyse political communication strategies and the effects of propaganda on society.			9	A	
To be able to analyse the effects of media on society and the interaction of media with social values and norms.			9	A	
Teaching Methods	13: Case Study Method, 16: Question - Answer Technique, 18: Micro Teaching Technique, 19: Brainstorming Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction of course content and course resources	Cangöz, İ., Poyraz, B., & Köker, E. (2017). İletişim Sosyolojisi. Eskişehir: TC Anadolu Üniversitesi.			
2	Human, Culture, Communication	Crowley, D., & Heyer, P. (2014). İletişim tarihi. Ankara: Siyasal Kitabevi.			
3	Modernization and Mass Communication				
4	Publicity and Public Opinion				
5	Media and Social Change				
6	Media and Social Control				
7	Propaganda				
8	Television				
9	Culture Industry				
10	Intercultural Communication	Özdemir, İ. (2011). Kültürlerarası İletişimin Önemi. folklor/edebiyat, 17(66), 29-38.			
11	New Media Discussions				
12	Digital Culture				
13	Sociology of Communication Studies in Turkey				
14	Overall Assessment				
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources	
1.	Maigret, E. (2019). Medya ve İletişim Sosyolojisi. İstanbul: İletişim Yayınları.
2.	Articles related to the topics will be sent every week.
	Tüfekçioğlu, H. (2023). Kitle İletişimin Soyağacı/İletişim Sosyolojisi Tezleri. İstanbul: Doğu Kitabevi.
	Bottomore, T. (2016). Frankfurt Okulu ve Eleştirisi. İstanbul: Say Yayınları.
	Bourdieu, P. (2021). Televizyon Üzerine. İstanbul: Sel Yayınları.
	Jeanneney, J. N. (2009). Medya Tarihi. İstanbul: Yapı ve Kredi Yayınları.
	McLuhan, M. (2016). Gutenberg Galaksisi. İstanbul: Yapı ve Kredi Yayınları.