

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

COMMUNICATION SOCIOLOGY

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
COMMUNICATION SOCIOLOGY	PR311.0518	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Ayşen AKYÜZ				
Name of Lecturer(s)	Prof.Dr. Ertan BEŞE				
Assistant(s)					
Aim	To provide students with a sociological perspective in the context of media and communication studies; to develop their theoretical and practical knowledge and skills in this context and to enable them to look at current events from a sociological perspective. To create a theoretical background required by a sociological and critical perspective on the functions of mass media in today's contemporary social life, its effects on the individual and society, and their mutual interaction; to gain knowledge and perspective on basic sociological issues related to different segments and areas of social life in which communication practices interact with each other.				
Course Content	This course contains; Introduction: Sociology and Communication, Meaning and Components of Human Communication, The Mass Media and Functions, Theories of Mass Communication I, Theories of Mass Communication II, Relevance of Media Theories to Communication Practice, What does Sociology Bring to the Study of the Media?, Continuation of Week 7, The Place of Sociology in the Study of Political Communication, Social Media in Disaster Communication (Seminar &/ Brain Storm), The Public Sphere Between the State and the Market: From Rational Discussion to the Information and Communication Society, Personal Identity, Public Deliberation and Behavioral Public Policy, Preferential Choice, Logical Action and Communication Ethics, 'Interaction' Versus 'Action' in Luhmann's Sociology of Communication.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Students gain a sociological perspective on communication and communication processes and produce critical questions and analytical interpretations.			13, 18, 19, 9	A, E	
Sociology of communication focuses on the effects of developments in communication technologies and media on contemporary social trends, social change and transformation; the functions of the media and the use of sociological perspectives in understanding communication and media issues. In this context, sociological analyses examine the impact and interaction of media and communication processes on individuals, social groups and society on a local and global scale, within the framework of current experiences, with their objective and symbolic dimensions. For this purpose, the sociology of communication focuses on media platforms, media technologies, media institutions, media content, and media users as the main actors of the communication process on the one hand; on the other hand, it deals with different social conditions and social forces in which communication processes take place. This framework also includes topics such as the construction of the individual and society, the construction of order, and culture, the construction of identity, socialization, the display of the self, the construction of social relations, and demographic dynamics.			13, 18, 19, 9	A, E	
Students will gain critical thinking skills and analytical perspective on the role of mass media and communication in contemporary societies.			13, 18, 19, 9	A, E	
Through the Sociology of Communication course, students acquire the necessary theoretical and intellectual background in this field and gain the ability to explore original research topics that will be useful to them in their future professional and academic careers.			13, 18, 19, 9	A, E	
Students taking this course will develop their ability to look at social events and developments from an analytical perspective.			13, 18, 19, 9	A, E	
Teaching Methods	13: Case Study Method, 18: Micro Teaching Technique, 19: Brainstorming Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction: Sociology and Communication	Students are asked to formulate pre-expectations about the lesson.			
2	Meaning and Components of Human Communication	The Blackwell Encyclopedia of Sociology, Edited by George Ritzer and Chris Rojek, John Wiley & Sons, Ltd., 2019 (Open Source)			
3	The Mass Media and Functions	Denis McQuail, Sociology of Mass Communication, Annual Review of Sociology, Vol. 11 (1985), pp. 93-111 (Open Source)			
4	Theories of Mass Communication I	Oluwasola, Omolola, The Normative Theories of the Press in the Digital Age: A Need for Revision Article in SSRN Electronic Journal, January 2020 (Open Source)			
5	Theories of Mass Communication II	Oluwasola, Omolola, The Normative Theories of the Press in the Digital Age: A Need for Revision Article in SSRN Electronic Journal, January 2020 (Open Source)			
6	Relevance of Media Theories to Communication Practice	Bonney, Emmanuel, Media Theories And Their Relevance to Communication Practice, Ghana Institute of Journalism – 2013 (Open Source)			
7	What does Sociology Bring to the Study of the Media?	Waisbord, Silvio, The International Encyclopedia of Communication Theory and Philosophy, Klaus Bruhn Jensen and Robert T. Craig (Editors-in-Chief), Jefferson D. Pooley and Eric W. Rothenbuhler (Associate Editors), John Wiley & Sons, Inc., 2016 (Open Source)			
8	Continuation of Week 7	Waisbord, Silvio, The International Encyclopedia of Communication Theory and Philosophy, Klaus Bruhn Jensen and Robert T. Craig (Editors-in-Chief), Jefferson D. Pooley and Eric W. Rothenbuhler (Associate Editors), John Wiley & Sons, Inc., 2016 (Open Source)			
9	The Place of Sociology in the Study of Political Communication	MICHAEL SCHUDSON (2004) The Place of Sociology in the Study of Political Communication, Political Communication, 21:3, pp. 271-273 (Open Source)			
10	Social Media in Disaster Communication (Seminar &/ Brain Storm)	Leysia Palen and Amanda L. Hughes, Social Media in Disaster Communication H. Rodriguez et al. (eds.), Handbook of Disaster Research, Handbooks of Sociology and Social Research, Springer International Publishing AG, 2018 (Open Source)			

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Sequence	Topics	Preliminary Preparation
11	The Public Sphere Between the State and the Market: From Rational Discussion to the Information and Communication Society	Economic Reason and Political Reason: Deliberation and the Construction of Public Space in the Society of Communication, Coordinated by Jean Mercier Ythier, ISTE Ltd and John Wiley & Sons, Inc., 2022, London, pp. 35 – 85 (CHAPTER 2) (Open Source)
12	Personal Identity, Public Deliberation and Behavioral Public Policy	Economic Reason and Political Reason: Deliberation and the Construction of Public Space in the Society of Communication, Coordinated by Jean Mercier Ythier, ISTE Ltd and John Wiley & Sons, Inc., 2022, London, pp. 133 –158 (CHAPTER 5) (Open Source)
13	Preferential Choice, Logical Action and Communication Ethics	Economic Reason and Political Reason: Deliberation and the Construction of Public Space in the Society of Communication, Coordinated by Jean Mercier Ythier, ISTE Ltd and John Wiley & Sons, Inc., 2022, London, pp. 158 – 206 (CHAPTER 6) (Open Source)
14	'Interaction' Versus 'Action' in Luhmann's Sociology of Communication	Leydesdorff, Loet, 'Interaction' versus 'action' in Luhmann's sociology of communication, Colin B. Grant (Ed.), Rethinking Interactive Communication: New Interdisciplinary Horizons (Open Source)
Evaluation Methods		Weight(%)
Midterm Exam		40
General Exam		60

Resources
Economic Reason and Political Reason: Deliberation and the Construction of Public Space in the Society of Communication, Coordinated by Jean Mercier Ythier, ISTE Ltd and John Wiley & Sons, Inc., 2022, London
Newman, David M., Sociology: Exploring the Architecture of Everyday Life, Twelfth Edition, SAGE Publications Ltd., 2019, London
CERECİ, Sedat, İLETİŞİM SOSYOLOJİSİ, İKSAD Publishing House, 2023, Ankara
Sociological Communication, Veronica Van Ry, Pressbooks.