

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to COMMUNICATION SCIENCE	YMİ1138080	Fall Semester	3+0	3	6
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Assist.Prof. Merve YAZİCİ				
Name of Lecturer(s)	Assist.Prof. Merve YAZİCİ				
Assistant(s)					
Aim	The aim of this course; communication process, basic communication concepts, communication history, structure, functions, features, types, relations with other disciplines of science communication is to inform students about communication models and communication ethics.				
Course Content	This course contains; Basic Concepts of Communication ,Features of the Communication Process,Communication Types ,Communication Barriers,Culture and Communication ,Oral Communication - Speaking and Listening,Lecture repetitions, question and answers; discussions,Contact Formats: Mass Communication,Communication Models,Contact Formats: Group communication and organizational (corporate) communication,Persuasive Communication and Ethics,Nonverbal Communication and Body Language,New Communication Technologies ,General summary and discussions over the concepts and key words, leaders..				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Describes the basic concepts of the communication sciences.			10, 16, 9	A	
Knows the historical development of communication processes and tools.			16, 9	A	
Express the communication processes and attributes of the elements involved in the process.			16, 9	A	
Uses the communication effectively.			16, 9	A	
Determine the importance of culture in the communication process.			16, 9	A	
Applies the items that are required for an effective speech.			16, 9	A	
Explains the communication models.			16, 9	A	
Evaluate that what kind of communication exist in all areas of life.			16, 9	A	
Uses non-verbal communication methods.			16, 9	A	
Explains the relationship between communication, ideology and technology.			16, 9	A	
Relates the political, economic and social events with communication.			16, 9	A	
Understand the importance of ethical principles in line with a lifelong personal and social purposes.			16, 9	A	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Basic Concepts of Communication	Reading a book chapter on the subject			
2	Features of the Communication Process	Reading a book chapter on the subject			
3	Communication Types	Reading a book chapter on the subject			
4	Communication Barriers	Reading a book chapter on the subject			
5	Culture and Communication	Reading a book chapter on the subject			
6	Oral Communication - Speaking and Listening	Reading a book chapter on the subject			
7	Lecture repetitions, question and answers; discussions	Reading a book chapter on the subject			
8	Contact Formats: Mass Communication	Reading a book chapter on the subject			
9	Communication Models	Reading a book chapter on the subject			
10	Contact Formats: Group communication and organizational (corporate) communication	Reading a book chapter on the subject			
11	Persuasive Communication and Ethics	Reading a book chapter on the subject			
12	Nonverbal Communication and Body Language	Reading a book chapter on the subject			
13	New Communication Technologies	Reading a book chapter on the subject			
14	General summary and discussions over the concepts and key words, leaders.	Reading a book chapter on the subject			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture notes published on the relevant platform for the Faculty of Communication students in the university website.Güngör, Nazife. İletişime Giriş. Ankara: Siyasal Kitabevi, 2015. Güngör, Nazife. İletişim- Kuramlar- Yaklaşımlar. Ankara: Siyasal Kitabevi, 2015. Briggs, Asa ve Burke, Peter. Medyanın Toplumsal Tarihi. İstanbul: Kırmızı Yayınları, 2011. Baldini, Massimo. İletişim Tarihi. İstanbul: Avcıol Yayınları, 2000. Zıllıoğlu, Merih. İletişim nedir. İstanbul: Cem Yayınevi, 1996. Oskay, Ünsal. İletişimin ABC'si. İstanbul: Alfa Yayınları, 2005 Aziz, Aysel. İletişime Giriş. İstanbul: Hiperlink Yayınları, 2010. Çamdereli, Mete. İletişime Giriş. İstanbul: Dem Yayınları, 2008. AÖF, Genel İletişim Ders Kitabı.