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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| ADVANCED COMMUNICATION THEORY | PRP 501 | 1 | 3 + 0 | 3 | 7 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English |
| **Course Level** | Master’s Degree |
| **Course Type** | Compulsory |
| **Course Coordinator** |  |
| **Instructors** |  |
| **Assistants** |  |
| **Goals** | This course is designed to explore fundamental concepts and problems of communication and survey the major theoretical approaches. It is an introductory theory course for graduate students in the communication field. Through readings, discussions, research and writing we will learn how communication theories are developed, analyzed, evaluated and applied. |
| **Content** | What is Theory, Communication Scholarship and Inquiry, Interpersonal Comm., Interpersonal Comm, Group and Organizational Comm, Public Coom, Media, Intercultural Comm. |

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| **Learning Outcomes** | **Program Outcomes** | **Teaching Methods** | **Assessment Methods** |
| 1). Understand the history and development of communication theory. | 1,2,3,4,9,10,11,13,14 | 1,2,3,9 | A,C |
| 2). Be able to discuss the main components of a variety of communication theories | 1,2,3,4,9,10,11,13,14 | 1,2,3,9 | A,C |
| 3). Be able to apply theoretical principles to “real world” situations, interactions, and messages | 1,2,3,4,9,10,11,13,14 | 1,2,3,9,10 | A,C |
| 4). To learn how to analyze theories for their strengths and weaknesses | 1,2,3,4,9,10,11,13,14 | 1,2,3,9, 10 | A,C |
| 5). To apply communication concepts, models, and theories using multiple perspectives | 1,2,3,4,9,10,11,13,14 | 1,2,3,9,10 | A,C |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 9: Assignment, 10: Project |
| **Assessment Methods:** | A: Testing, C: Homework |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | INTRODUCTION/ SYLLABUS |  |
| 2 | COMMUNICATION THEORY AND SCHOLARSHIP, TRADITIONS |  |
| 3 | THEORIES ABOUT THE SELF/MESSAGES: SYMBOLIC INTERACTIONISM, COORDINATED MANAGEMENT OF MEANING |  |
| 4 | THEORIES ABOUT THE SELF/MESSAGES: COGNITIVE DISSONANCE AND EXPECTANCY VIOLATIONS THEORY |  |
| 5 | THEORIES ABOUT RELATIONSHIP DEVELOPMENT: UNCERTAINTY REDUCTION AND SOCIAL PENETRATION |  |
| 6 | THEORIES ABOUT RELATIONSHIP DEVELOPMENT: SOCIAL EXCHANGE AND REALTIONAL DIALECTICS |  |
| 7 | THEORIES ABOUT GROUPS: GROUPTHINK AND STRCUTURATION |  |
| 8 | THEORIES ABOUT ORGANIZATIONS: ORGANIZATIONAL CULTURE AND INFORMATION THEORY |  |
| 9 | THEORIES ABOUT PUBLIC COMMUNICATION: RHETORIC, DRAMATISM AND NARRATIVE |  |
| 10 | THEORIES ABOUT MEDIA: DIRECT AND LIMITED EFFECTS |  |
| 11 | THEORIES ABOUT MEDIA: DIRECT AND LIMITED EFFECTS-CONTINUED |  |
| 12 | THEORIES ABOUT CULTURE |  |
| 13 | THEORIES ABOUT CULTURE- CONTINUED |  |
| 14 | STUDENT PRESENTATIONS OF PROJECTS AND WRAP UP FOR FINAL |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | Littlejohn, S. W. & Foss, K. A. (2005, 2008). Theories of Human Commnunication, Belmont, CA: Thomson Wadsworth.West, R. &  Turner, L. H. (2010). Introducing Communication Theory, Analysis and Application, Fourth Edition (International Edition). Singapore: McGraw-Hill. |
| **Additional Resources** | Türkiye İstatistik Kurumu, KONDA Reports, Global Media Journal Turkish Edition, TED.com |

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| **MATERIAL SHARING** | |
| **Documents** | Turkish and U.S. TV series and movies, TED.com |
| **Assignments** | Weekly Short Thought papers, Group Research paper, Discussion Leader/Class Presentation |
| **Exams** | Midterm and Final |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 45 |
| Short Assignments | 10 | 20 |
| Group Research Paper | 1 | 20 |
| Discussion Leader/Class Presentation | 1 | 15 |
| Attendance and Participation | 1 | 5 |
| **Total** |  | **100** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 25 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL gRADE** |  | 75 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | Students will be aware of research methods and techniques, and will develop scientific and analytical thinking skills necessary in the production of scientific knowledge. |  |  |  | **X** |  |  |
| 2 | Students will gain the necessary outlook to understand and apply principles of communication and gain an advanced idea about communication theories and its general public discourse, group dynamics and elements of successful corporate communication. |  |  |  | **X** |  |  |
| 3 | Students actively use their media literacy skills through news gathering processes. |  |  |  | **X** |  |  |
| 4 | Student will gain necessary knowledge about the function and development of community organizations and institutions, such as family, religion, education, science and technology. |  |  |  | **X** |  |  |
| 5 | Students will be able to prepare and present topic appropriate texts, speeches, announcements and presentations in English using audio visual tools. |  |  |  | **X** |  |  |
| 6 | Students will have the necessary skills necessary for the successful practice of public relations, such as researching, defining objectives, identifying target audiences and appropriate messages, as well as selecting the right communication channels and reviewing and evaluating research results. |  |  |  | **X** |  |  |
| 7 | Students will be familiar and equipped with all elements of marketing communication; advertising, public relations, sales promotion, direct marketing and e-communication. |  |  | **X** |  |  |  |
| 8 | Students will be able to evaluate brand management strategies both in Turkey and abroad, and will have gained the necessary knowledge for their application and will have the ability to analyze diverse campaigns. |  |  | **X** |  |  |  |
| 9 | Students will be aware and conscious about ethical rules and standards in the practice of public relations and will engage in the practive of the profession by adopting the principle of institutional and professional loyalty as a personal responsibility norm. |  |  |  | **X** |  |  |
| 10 | Students will be equipped to analyze political, economic and technological developments influential in the area of public relations and will be equipped to solve possible crises and create new strategies based on and parallel to new circumstances. |  |  |  | **X** |  |  |
| 11 | Students will be able to comprehend and discuss mass communication theories and their reflection as perceived within the activities of communication professionals |  |  |  |  | **X** |  |
| 12 | Students will be able to effectively engage in media research, planning and purchase. |  | **X** |  |  |  |  |
| 13 | Students will comprehend the theoretical and conceptual relations between public relations and politics and will be able to apply them on a case basis, and will gain the equipment about national and international political cultures. |  |  |  | **X** |  |  |
| 14 | Students will comprehend the importance and be aware of minding the benefit of society as a whole as well as that of the corporation/institution while practicing public relations as a profession. |  |  |  | **X** |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 16x Total course hours) | 16 | 3 | 48 |
| Hours for off-the-classroom study (Pre-study, practice) | 16 | 3 | 48 |
| Mid-terms | 1 | 10 | 10 |
| Short Assignments | 10 | 3 | 30 |
| Group Research Paper | 1 | 15 | 15 |
| Discussion Leader/Class presentation | 1 | 15 | 15 |
| Final examination | 1 | 10 | 10 |
| **Total Work Load** |  |  | 176 |
| **Total Work Load / 25 (h)** |  |  | 7.04 |
| **ECTS Credit of the Course** |  |  | 7 |