

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Theories of Communication	COMM 201	3	Theory 3	Practice 0	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English
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Course Instructor(s)	Asst. Prof. Dr. Hakan Karahasan	E-mail : hakan.karahasan@arucad.edu.tr Office : FM-OFF01	
Course Objectives	Fundamentals of Communication aims to give students a general introduction to communication and media studies. It aims to introduce basic concepts, models, and theories so that students can understand the diversity and the issues, themes, and subjects that communication studies, as a field, analyse.		
Course Learning Outcomes	Students will able to:	Teaching Methods	Evaluation Methods
	To introduce and defines students to the diversity of the communication discipline.	1. Direct instruction technique. 2. Demonstration method. 3. Discussion	1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.

Course Content	Introduce students to the diversity of the communication discipline.	1. Direct instruction technique. 2. Demonstration method. 3. Discussion	1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	To let students understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.	1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion. 5. Discussion	1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	To let them know basic communication models	1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion. 5. Discussion	1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	The purpose of this course is to introduce you to the major communication theories and their histories that are the foundation to understanding the discipline of communication. These theories can be applied to interpersonal, group, organisational, intercultural, and mass communication contexts. You will be expected to understand the key concepts of each theory.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction	T	
2	Introduction to the Origins, Nature, and Uses of Theories	T	DeFleur, Melvin L. & DeFleur, Margaret H. (2022). Introduction to the Origins, Nature, and Uses of Theories. <i>Mass Communication Theories Explaining Origins, Processes, and Effects</i> . 2 nd edition. London & New York: Routledge, pp. 21-39.
3	The Social Construction of Reality	T	DeFleur, Melvin L. & DeFleur, Margaret H., pp. 60-61. DeFleur, Melvin L. & DeFleur, Margaret H., pp 126-152.

	Theory: A Summary The Beginnings: Early Theories of Mass Communication (Walter Lipmann & The Magic Bullet)		
4	Theories of Mass Communication Processes and Effects: The two-step flow, gatekeeping, agenda-setting, framing theory	T	DeFleur, Melvin L. & DeFleur, Margaret H., pp 153-224.
5	Theories of Influences on Individuals: Uses and Gratifications Theory, Modeling Behavior and Social Cognitive Theory, Social Expectations Theory	T	DeFleur, Melvin L. & DeFleur, Margaret H., pp. 225-269.
6	Theories of Influences on Society and Culture: Media-Influenced Diffusion of Innovation Theory, A Theory of Audience and Media Dependency	T	DeFleur, Melvin L. & DeFleur, Margaret H., pp. 271-315. Elisabeth Noelle-Neumann (1974). The Spiral of Silence A Theory of Public Opinion. <i>Journal of Communication</i> . 24(2), 43–51. Normative Theory – Four Theories of the Press. https://www.communicationtheory.org/normative-theory-four-theories-of-the-press/

	on Popular Culture, Cultivation Theory		
7	Midterm Exam Spiral of silence and four theories of the press	T	Reading will be provided by the instructor
8	Spiral of silence and four theories of the press		Reading will be provided by the instructor
9	Critical Theory: An Introduction		Bronner, Stephen Eric. (2011). Introduction: What is critical theory? <i>Critical Theory: A Very Short Introduction</i> . Oxford & New York: Oxford University Press, pp. 1- 8.
10	The Frankfurt School and culture industry	T	Bronner, Stephen Eric. (2011). Introduction: The Frankfurt School. <i>Critical Theory: A Very Short Introduction</i> . Oxford & New York: Oxford University Press, pp. 9- 19. Adorno, Theodor W. (1975). Culture Industry Reconsidered. <i>New German Critique</i> , No. 6 (Autumn), pp. 12-19. Online: http://freudians.org/wp-content/uploads/2014/09/Adorno-The-Culture-Industry-Reconsidered-1.pdf .
11	Critical Political Economy	T	Golding, Peter, and Murdock, Graham. (1991). Culture, Communication, and Political Economy. In James Curran, and Michael Gurevitch (eds.), <i>Mass Media and Society</i> . London: Edward Arnold, pp. 15–32.
12	Cultural Studies	T	Sardar, Ziauddin & Van Loon, Borin. (1999). <i>Introducing Cultural Studies</i> . Cambridge & New York: Icon Books UK & Totem Books USA, pp. 3-9.
13	Semiotics	T	Hébert, Louis (2020). A short introduction to semiotics. <i>An Introduction to Applied Semiotics: Tools for Text and Image Analysis</i> . (Julie Tabler, Trans.). London & New York: Routledge, pp. 273-278.
14	Post-truth age and challenges in the field	T	Read, Rupert & Uçan, Timur. (2019).Introduction: ‘Post-Truth’? <i>Nordic Wittgenstein Review: Special Issue Post-Truth</i> , pp. 5-22. (Online: https://www.nordicwittgensteinreview.com/article/view/3508/4187)

15	Final exam		
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Required Course Material(s) / Reading(s)/ Text Book(s)	Fortner, Robert S. & Fackler, P. Mark (eds). (2014). <i>The Handbook of Media and Mass Communication</i> . Chichester, West Sussex: John Wiley & Sons. Library Catalogue number: P91.3 .H363 2014.
Recommended Course Material(s)/ Reading(s) /Other	Genosko, Gary. (2012). <i>Remodelling communication: From WWII to the WWW</i> . Toronto, Buffalo, London: University of Toronto Press. Library Catalogue number: P93.55 .G45 2012. Williams, Raymond. (1988). <i>Keywords: A vocabulary of culture and society</i> . London: Fontana Press. Library Catalogue number: PE1580 .W726 1988.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	40
Quiz		
Assignment		
Project		
Field Study		
Presentation / Seminar		
Studio Practice		
Other		
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	60
TOTAL		100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES
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	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Knows the historical development of the field of communication, basic concepts, theories and research methods.					X
2	Knows the principles and elements of basic design.	X				
3	Knows the history, theories and theorists of visual communication.	X				
4	Knows advanced practical skills in various commercial and creative contexts, including graphic and audiovisual multimedia design.	X				
5	Knows national and international ethical rules, standards and legal documents on communication and visual communication design.			X		
6	Able to use the tools, methods and techniques and computer software required for visual communication design applications.	X				
7	Able to produce innovative and original works that reflect abstract and concrete concepts by emphasizing creativity	X				
8	Has the knowledge and skills to transform creative and innovative ideas into graphic, photographic, typographic, illustrative, 2 and 3-dimensional, animated and interactive visual expressions.	X				
9	Applies visual communication design techniques with design technologies in developing and changing media environments.	X				
10	Has the competence to create visuals with designs that emphasise aesthetics in design processes.	X				
11	Has the competence to define the problem, solve the problem, plan, manage the project and present in the design-based project development process.				X	
12	Has the ability to use research methods and techniques in the field of Visual Communication.				X	
13	Has the competence to research, plan, implement and report during the project phase.	X				
14	Has the competence to establish the connection between design and aesthetic values.	X				
15	Has the competence to interpret universal visual culture and associate the ties of symbols with universal visual culture.		X			
16	Has the competence to analyze, understand and interpret projects in the field of visual communication design with a critical and independent approach.			X		
17	Knows how to integrate and use digital technologies and artificial intelligence based/supported design tools creatively and innovatively in visual communication design and production stages.	X				

18	Knows how to integrate and use digital technologies and artificial intelligence-based/supported design tools creatively and innovatively in visual communication design and production stages.	X				
19	Evaluates artificial intelligence applications in design studies with a critical approach in terms of aesthetics and originality, and uses them in accordance with ethical rules.	X				

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		1	14
Mid-Term	1		30	30
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		45	45
Other				
TOTAL WORKLOAD				131
TOTAL WORKLOAD / 25				5.24
ECTS				5

ETHICAL RULES WITH REGARD TO THE COURSE

Plagiarism Disclaimer

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional life.

Plagiarism is easy to avoid if you make sure you thoroughly identify and recognize your sources and do not copy from visual examples, designs or notes taken directly from your sources word for word. The maximum citation limit cannot exceed 20%. Artificial intelligence citations are also considered within this scope. If proven otherwise, the student will fail the course.

	SDG 1: No Poverty	
	SDG 2: Zero Hunger	
	SDG 3: Good Health and Well-Being	
	SDG 4: Quality Education	
	SDG 5: Gender Equality	X
	SDG 6: Clean Water and Sanitation	
	SDG 7: Affordable and Clean Energy	
	SDG 8: Decent Work and Economic Growth	
	SDG 9: Industry, Innovation and Infrastructure	
	SDG 10: Reduced Inequalities	X
	SDG 11: Sustainable Cities and Communities	
	SDG 12: Responsible Consumption and Production	
	SDG 13: Climate Action	
	SDG 14: Life Below Water	
	SDG 15: Life on Land	
	SDG 16: Peace, Justice and Strong Institutions	
	SDG 17: Partnership for the Goals	

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students. It is also vital to understand the effect of creativity input on the production process of advertisement.

70% attendance to courses is compulsory. Health reports belong to 30% absenteeism right.

PREPARED BY	Asst. Prof. Dr. Hakan Karahasan
UPDATED	17/10/2025
APPROVED	