ARUCAD
Arkin University
of Creative Arts and Design

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory 3	**Practice** 0		
Sociology of Communication	COMM 202	4	3	0	3	5

Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	X	-	-	-	X	-

Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		Yes		-	

Language of Instruction	English

Course Instructor(s)	Asst. Prof. Dr. Hakan Karahasan	E-mail : hakan.karahasan@arucad.edu.tr Office : FM-OFF01
Course Objectives	Sociology of Communication is a course designed to give students a brief outline of the relationship between society and communication. In other words, the course aims to let students read, learn, think, and criticise contemporary issues about society and how different media impact our daily lives. While doing so, we will touch upon different periods and their impacts. The course aims to give students a critical perspective and let them see how technological changes in communication are not just technical but social.	

Course Learning Outcomes	**Students will able to:**	**Teaching Methods**	**Evaluation Methods**
	Students will identify and define key terms and fundamental concepts in sociology of communication recall	Teaching Methods 1. Direct instruction technique.	Evalutation Methods 1. Midterm:

	major changes and historical developments in the field.	2. Demonstration method. 3. Case study. 4. Discussion.	Multiple choice exam. 2. Final: Multiple choice exam.
	Students will explain and summarise how different periods and how they are related to social life, see their relevance to everyday interactions, interpret real-life examples, and paraphrase core theoretical ideas.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evalutation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	Students will demonstrate and apply some theories to contemporary examples about communication technologies.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evalutation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	Students will examine and differentiate. various theories, compare and contrast their core components, and classify them based on context, purpose, and audience.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evalutation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	Students will assess and critique the changes in communication and society justify their evaluations with evidence-based reasoning, and appraise the applicability of these theories to diverse real-world scenarios.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evalutation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
Course Content	This course aims to facilitate a sociological understanding of media in the current society. This course will provide students with a foundation in various sociological theories of communication from the early 20th century up to today		

COURSE OUTLINE/SCHEDULE

Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	An introduction to sociology	T	Course material (slide) will be provided by the instructor.
2	20th Century and The Dawn of Changes: Mechanical Reproduction and Changes in Communication	T	Benjamin, Walter. 2007. "The Work of Art in The Age of Mechanical Reproduction." In *Illuminations*, edited by Hannah Arendt, 217-251. New York: Schocken Books. "Walter Benjamin: The Work of Art in the Age of Mechanical Reproduction." https://www.youtube.com/watch?v=blq9sCIyXgA. Ways of Seeing, Episode 1: https://www.youtube.com/watch?v=0pDE4VX_9Kk. Tönnies, Ferdinand. *Community and civil society*. Edited by Jose Harris. Cambridge: Cambridge University Press, 2001, 17-21.
3	When Martians Invade the Earth? Orson Welles and The Power of Radio Audience: From Being Dumb to an Active Agent	T	Schwartz, A. Brad. "The Infamous 'War of the Worlds' Radio Broadcast Was a Magnificent Fluke." https://www.smithsonianmag.com/history/infamous-war-worlds-radio-broadcast-was-magnificent-fluke-180955180/. Television Discourse." Paper for the Council of Europe Colloquy on "Training in the Critical Reading of Televisual Language". Organized by the Council & the Centre for Mass Communication Research, University of Leicester, September 1973. http://epapers.bham.ac.uk/2962/1/Hall%2C_1973%2C_Encoding_and_Decoding_in_the_Television_Discourse.pdf.

4	Network Society	T	van Dijk, Jan A.G.M. *The Network Society: Social Aspects of New Media*. Second edition. London, Thousand Oaks, New Delhi, 2006, pp. 19-41.
5	Globalisation and Media	T	McDougall, Julian. *Media Studies: The Basics*. Routledge, 2012, pp. 109-143
6	From Reality to Hyperreality Baudrillard's Simulacra	T	Baudrillard, Jean. 1994. "The Precession of Simulacra." *Simulacra and Simulation*. Translated by Sheila Faria Glaser. Michigan: The University of Michigan Press, pp. 1-42.
7	Cinema as a Social Activity	T	Turner, Graeme. *Film as Social Practice*. Third edition. London & New York: Routledge, 1999, pp. 111-150.
8	Midterm Exam		
9	VR and Social Life. Spielberg's *Ready Player One*	T	Spielberg, Steven. (director). *Ready Player One*. 2018. Warner Bros. Pictures.
10	Disinformation, Fake News, and Post-Truth: Is it all about Narrative after all?	T	Burkhardt, Joanna M. "History of fake news." *Library Technology Reports* 53, no. 8 (2017): 5-9. https://journals.ala.org/index.php/ltr/article/viewFile/6497/8631. Freelon, D., & Wells, C. (2020). Disinformation as political communication. *Political communication*, *37*(2), 145-156. https://www.tandfonline.com/doi/epdf/10.1080/10584609.2020.1723755?needAccess=true&role=button. McIntyre, Lee. "What is Post-Truth?" *Post-truth*. MIT Press, 2018, pp. 1-16.
11	The Last Mohican? Neil Postman and the Critique of Technology	T	Postman, Neil. *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. Twentieth Anniversary Edition., 2005. pp. 155-163. Postman, Neil. *Technopoly*. New York: Vintage Books, 1993, pp. 123-143
12	A Need for New Realism in the Age of No Truth?	T	Ferraris, Maurizio. "New realism as positive realism." *Research in*

			Hermeneutics, Phenomenology and Practical Philosophy (2014): 172-213. http://metajournal.org/articles_pdf/172-213-ferraris-meta-special-2014.pdf.
13	*Her* and digital relationships.	T	Jonez, Spike. (dir). *Her*. Warner Bros, 2013.
14	AI, knowledge and public life	T	Jonez, Spike. (dir). *I'm Here*. 2010.
15	Putting all together: What's next?	T	Discussion about contemporary issues. No reading is required.
16	Revision	T	No reading is required.
17	Final Exam Week	T	

Required Course Material(s) / Reading(s)/ Text Book(s)	Noortje Marres. *Digital Sociology: The reinvention of social research*. Polity Press, 2017. Library Catalogue number: HM585 .M345 2017.
Recommended Course Material(s)/ Reading(s) /Other	Daniels, Jessie, Gregory, Karen & Cotto, Tressie McMillan. *Digital Sociologies*. Polity Press, 2017. Library Catalogue number: T14.5 .D545 2017.

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		-	60
TOTAL			100

	CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES					
	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 emphasize 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)	15		3	45
Preliminary Preparation and self- study	15		1	15
Mid-Term	1		30	30
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-

Final Examination/ Final Project/ Dissertation	1		40	40
Other	-		-	-
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.2
ECTS				

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.

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	08/04/2025
APPROVED	