

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
			Theory	Practice		
Fundamentals of Communication	COMM 101	1	3	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
	To introduce and defines students to the diversity of the communication discipline.	Evaluation Methods 1. Direct instruction technique. 2. Demonstration method. 3. Discussion 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.

Course Content	To let students understand and evaluate key theoretical approaches used in the interdisciplinary field of communication.	1. Direct instruction technique. 2. Demonstration method. 3. 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.
	To introduce students to different theories and issues about today's life	1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion. 5. Discussion	1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	Fundamentals of Communication is a general introductory course on communication and media studies. It provides a broad overview of communication studies and helps students become familiar with key themes and issues in the field.		

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Introduction	T	
2	What is communication? & Communication theory	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 1-4. Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 5-21

3	Some communication models	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 22-36.
4	Communication, meaning, and signs	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 37-60.
5	Codes	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 61-79.
6	Forms of communication: Some examples	T	No reading is obligatory. We will watch some music videos, listen to some music and discuss how they are related to communication theory
7	Midterm Exam Signification	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 80-94
8	Semiotic method and applications	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 95-108.
9	Structuralist theory and applications	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 109-127.
10	Empirical methods	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 128-155.
11	Ideology and meanings & Media Literacy: An Introduction	T	Fiske, John. (2011). <i>Introduction to Communication Studies</i> . Third edition. London & New York: Routledge, p. 156-179. Media literacy source will be provided by the instructor.
12	Digital media and communication: An introduction & Digital Media Literacy	T	Reading materials will be provided by the instructor.

13	AI and communication: An introduction	T	Reading will be provided by the instructor.
14	General remarks	T	No reading is required.
15	Final Exam Week		

Required Course Material(s) / Reading(s)/ Text Book(s)	Fiske, John. (2011). Introduction to Communication Studies. Third edition. London & New York: Routledge. Library Catalogue number: P90 .F58 1990.
Recommended Course Material(s)/ Reading(s) /Other	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.

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						
No	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.					X
2	Knows the basic concepts and terminology related to the field of game design.	X				
3	Has knowledge about the history of computer and video games and developments in this field.	X				
4	Knows game design processes and related applications.	X				
5	Has the ability to utilize various disciplines such as communication, art, music, psychology, mythology, cinema, etc. in the game design process.	X				
6	Has the ability to analyse analogue and digital game genres.	X				
7	Has the ability to use contemporary game engines and problem solving skills.	X				
8	Has the knowledge of questioning the game designs with an analytic and critical perspective.	X				
9	Has knowledge about media literacy.				X	
10	Has the competence to prepare projects based on ethical principles in game development processes.	X				
11	Has the competence to evaluate games as an art form.	X				
12	Has the competence to use game design concepts and methods in related fields such as design, software development and media.	X				
13	Has the competence to take part and responsibility in game development teams.	X				

14	Has the competence to collect, analyse and interpret analytical data about games and players.	X				
15	Has the competence to develop and present a digital game project by using game design practices effectively.	X				
16	Evaluates artificial intelligence applications in their 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		2	28
Mid-Term	1		30	30
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	-		-	-
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other				
TOTAL WORKLOAD				130
TOTAL WORKLOAD / 25				5.2
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	
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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
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UPDATED	17/10/2025
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APPROVED	
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