

COURSE SYLLABUS						
Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Interpersonal Relationships and Communication	VCDE 207	3	Theory 3	Practice 0	3	5
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
		x				
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate / Doctoral (Second / Third Cycle)	
			x			
Language of Instruction	English					
Course Instructor(s)	Assoc.. Prof. Dr. Nuran Öze		E-mail : nuran.oze@arucad.edu.tr Office : RO-107			
Course Objectives	In this course it is aimed to increase awarnes of the importance of communication in the daily life and in the business life, to enhance them to solve their communication problems and improve their ability by developing empathy skills. They will gain the ability to interpret verbal communication as well as verbal communication, to send correct messages to those who are in communication, and to understand what they mean better at he end of this course.					
Course Learning Outcomes	<ul style="list-style-type: none">• Define different kinds of communication models• Discuss ethical issues involved in commication• Obtain the ability to listen• Describe how effective communication should be• Undertand the importance of developing empathy in communication• Discover how perception shapes peoples minds according to culture, gender and characteristical features.					

Course Content	In this course students will learn about the communication practices and its importance on their relationships By comparing a diverse range of communication styles and by becoming familiar different aspects of communication students will develop their own communication skills to improve their interpersonal relationships. They will work on specified assignments and gain invaluable feedback both from their instructor and classmates.

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementation (theory/practice)	Required Reading, Preliminary preparation
1	Course Introduction	T	Instructor course notes
2	Describing the communication competence	T	Rosenberg, M. B. & Chopra, Deepak (2015). Nonviolent Communication: A Language of life- Changing Tools for Healthy Relationship, Paddle Dancer Press. ISBN: 978-1-892005-28-1
3	Definition of Interpersonal Communication	T	Selection of Research Poster Subject Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
4	Interpersonal communication and new communication technologies	T	Öze, N. (2017). 'Behavioral Experiments of Small Societies in Social Media: Facebook Expressions of Anchored Relationships'. World Academy of Science, Engineering and Technology, Open Science Index 123, International Journal of Psychological and Behavioral Sciences, 11(3), 640 - 648. doi.org/10.5281/zenodo.1129576
5	Interpersonal communication and communication models	T	Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
6	Feedback, context and characteristics of interpersonal communication	T	Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
7	Axioms of communication	T	Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication :

			Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
8	MIDTERM WEEK	T	Written Exam 30%
9	Interpersonal communication and culture	T	Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
10	Interpersonal communication and gender	T	Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
11	Interpersonal communication and media	T	Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8 th Edition). Pearson's MyLab. ISBN: 978-0134319964
12	Communication and devices	T	Öze, N. (2017). 'Communication and Devices: Face to Face Communication versus Communication with Mobile Technologies'. World Academy of Science, Engineering and Technology, Open Science Index 124, International Journal of Humanities and Social Sciences, 11(4), 995 – 1008. doi.org/10.5281/zenodo.1130519
13	Student Presentations	T	Student Presentations on Research Poster (20 Points)
14	FINAL	T	Final Research Poster Submissions (40 points)

Required Course Material(s) / Reading(s)/ Text Book(s)	<ul style="list-style-type: none"> • Rosenberg, M. B. & Chopra, Deepak (2015). Nonviolent Communication: A Language of life: life- Changing Tools for Healthy Relationship, Paddle Dancer Press. ISBN: 978-1-892005-28-1 • Adler, R. B., Rosenfeld L. B. & Proctor II, R. F. (2017). Interplay: The Process of Interpersonal Communication. Oxford University Press. ISBN: 978-019064657 • Beebe, A. S., Beebe, S. J & Redmond, M. V. (2020). Interpersonal Communication : Relating to Others. (8th Edition). Pearson's MyLab. ISBN: 978-0134319964 • Öze, N. (2017). 'Communication and Devices: Face to Face Communication versus Communication with Mobile Technologies'. World Academy of Science, Engineering and Technology, Open Science Index 124, International Journal of Humanities and Social Sciences, 11(4), 995 – 1008. doi.org/10.5281/zenodo.1130519 • Öze, N. (2017). 'Behavioral Experiments of Small Societies in Social Media: Facebook Expressions of Anchored Relationships'. World Academy of Science, Engineering and Technology, Open Science Index 123, International Journal of Psychological and Behavioral Sciences, 11(3), 640 - 648. doi.org/10.5281/zenodo.1129576
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Recommended Course Material(s)/ Reading(s) /Other	The students could use the websites below as resources: https://www.youtube.com/watch?v=HAnw168huqA https://prezi.com/u8rxbrpdyp3-/evolutionhistory-of-communication-devices/
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ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	30
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	1	30
Studio Practice	-	-
Other	-	-
Contribution of Final Examination/Final Project/ Dissertation to the Final Grade	1	40
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	Enable students to develop knowledgeable, critical and creative approaches to understanding the principles of visual communication in contemporary culture.					
2	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.					
3	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					
4	Create an understanding of the impact and importance of visual culture in its diverse global forms.					

5	Offer the opportunity to take rigorous practice-based courses in graphic design, interactive media, including web design and video production, along side the theoretical analysis of visual representation in its social context).					
6	Promote intellectual curiosity and the use of evidence-based argument and discussion, both orally and written.					
7	Encourage students to develop as reflective, critical, independent thinkers who will go on to actively and enthusiastically engage with the wider world.					
8	Have an understanding of different eras of visual communication and its historical development.					
9	Work as a professional, maintaining high standards of practice and adapt to a rapidly changing environments and gain the ability to work in a team.					
10	Understand visual cultures within a variety of past societies and contemporary and future design trends.					
11	Develop the knowledge of below and above the line visual design in a commercial context.					
12	Understand the terminology and methodology of critical visual analysis.					

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		20	20
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		20	20
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		25	25

Other	-		-	-
TOTAL WORKLOAD	-		-	121
TOTAL WORKLOAD / 25				4.84
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 lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

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 by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn 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 very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

MIDTERM EXAM

Written Exam 30%

FINAL LIVE PRESENTATION DETAILS (30 POINTS)
Presentation Date: 13th Week (Midterm Exam)

You will present your Research Poster to your class and present whole semester project by using pptx during your scheduled time.

Your live final presentation must include a Research Poster and pptx.

Requirements include:

- Time limit: 10-15 minutes
- 7 slides minimum, 10 slides maximum
- Clearly outline the presentation in correspondence with the structure outlined below

Structure of the PPTX Presentation:

1. Introduce your self (1 slide)
2. Explain aim of this study (1 slide)
3. Literature Review and explain how this research helps you to reinforce your research subject (2-3 slides)

4. Research Findings (2-3 slides)
5. Conclusion (1 slide)

Final Presentation Evaluation Criteria's:

Presentation Skill: 5 points

Relevance of presentation to course expectations: 10 points

Creativity: 10 points

Timing: 5 points

ACADEMIC POSTER DESIGN (40 POINTS)

Submission Date: 14th Week (Final Exam)

Academic Research Poster Design Structures:

Format A1 Size

High Resolution

Preparation of IMRaD Format Layout

Creative Designing

To use appropriate images

Attract audience awareness

Creative content

Academic Research Poster Design Evaluation Criteria's:

Effective IMRaD Format: 15%

Content Creativity 10%

Creative Design 10%

Referencing in APA style: 5%

PREPARED BY	Assoc. Prof. Dr. Nuran Öze
UPDATED	08.10.2021
APPROVED	