

COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Sociology of Communication	COMM202	4	Theory 3	Practice 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
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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 and sociology of communication and recall major changes and historical developments in the field.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.

Course Content	Students will explain and summarise how different periods and changes 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.	Evaluation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	Students will demonstrate and apply some theories to contemporary examples regarding new communication technologies.	Teaching Methods 1. Direct instruction technique. 2. Demonstration method. 3. Case study. 4. Discussion.	Evaluation 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.	Evaluation 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.	Evaluation Methods 1. Midterm: Multiple choice exam. 2. Final: Multiple choice exam.
	This course aims to facilitate a sociological understanding of the media in today's life. 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	Sociology: what is it? History of sociology, a quick glance	T	Giddens, Anthony. (2009). Anthony Giddens <i>Sociology</i> . 9 th edition. Polity Press, 2021.
3	Three theoretical traditions (Functionalism, conflict theory, symbolic interactionism)	T	Giddens, Anthony. (2009). Anthony Giddens <i>Sociology</i> . 9 th edition. Polity Press, 2021.
4	Science and sociology 1	T	Giddens, Anthony. (2009). Anthony Giddens <i>Sociology</i> . 9 th edition. Polity Press, 2021.
5	Science and sociology 2	T	Giddens, Anthony. (2009). Anthony Giddens <i>Sociology</i> . 9 th edition. Polity Press, 2021.
6	Theories, theorists and perspectives 1	T	Giddens, Anthony. (2009). Anthony Giddens <i>Sociology</i> . 9 th edition. Polity Press, 2021.
7	Theories, theorists and perspectives 2	T	Giddens, Anthony. (2009). Anthony Giddens <i>Sociology</i> . 9 th edition. Polity Press, 2021.
8	Midterm Exam		
9	Postmodernism and TV	T	Reading will be provided by the instructor.
10	VR and Social Life. Steven Spielberg's <i>Ready Player One</i> as an example & Disinformation, Fake News, and Post-Truth: Is it all about Narrative after all?	T	Spielberg, Steven. (director). <i>Ready Player One</i> . 2018. Warner Bros. Pictures. Burkhardt, Joanna M. "History of fake news." <i>Library Technology Reports</i> 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. <i>Political communication</i> , 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?" <i>Post-truth</i> . MIT Press, 2018, pp. 1-16.
11	The Last Mohican? Neil Postman and the Critique of Technology	T	Postman, Neil. <i>Amusing Ourselves to Death: Public Discourse in the Age of Show Business</i> . Twentieth Anniversary Edition., 2005. pp. 155-163.

			Postman, Neil. <i>Technopoly</i> . 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." <i>Research in Hermeneutics, Phenomenology and Practical Philosophy</i> (2014): 172-213. http://metajournal.org/articles_pdf/172-213-ferraris-meta-special-2014.pdf .
13	<i>Her</i> and digital relationships & AI, knowledge and public life	T	Jonez, Spike. (dir). <i>Her</i> . Warner Bros, 2013. Jonez, Spike. (dir). <i>I'm Here</i> . 2010.
14	Conclusions	T	
15	Final Exam	T	

Required Course Material(s) / Reading(s) / Text Book(s)	Noortje Marres. <i>Digital Sociology: The reinvention of social research</i> . Polity Press, 2017. Library Catalogue number: HM585 .M345 2017. Silvio Waisbord (ed). <i>Media Sociology: A Reappraisal</i> . Cambridge University Press, 2014. Library Catalogue number: HM1206 .W35 2014
Recommended Course Material(s) / Reading(s) / Other	Daniels, Jessie, Gregory, Karen & Cotto, Tressie McMillan. <i>Digital Sociologies</i> . 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.

	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	02/03/2026
APPROVED	