



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Turkish Language I							
Course Code		TD103		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		This course aims to teach students the basic skills of understading and expression, allow reading and analysis of texts, teach the methods of preparing projects and useful methods of preparing essays and presentations and also to allow the students to acquire the ability to correctly use Turkish in terms of language- thought in written and verbal expressions.							
Course Content		Types and features of written and verbal expressions, presentations of their samples, problems with expression and sentence structure in Turkish.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Individual Study					
Name of Lecturer(s)									

Prerequisites & Co-requisites

Equivalent Course	TD101
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Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	100

Recommended or Required Reading

1	Prof. Dr. Gürer Gülsevin, Doç. Dr. Erdoğan Boz, Türk Dili ve Kompozisyon I-II , Tablet Yayınları, Konya 2006.
2	Süer Eker, Çağdaş Türk Dili, Grafiker Yayınları, İstanbul, 2006
3	Prof. Dr. Muharrem Ergin, Türk Dil Bilgisi, Bayrak Yayınları, İstanbul, 2006
4	Yazım Kılavuzu TDK Yayınları, Ankara 2008.

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of language, basic characteristics of Turkish language, language-culture relation and language culture carrier characteristic. The difference of speech and writing.
2	Theoretical	The place and characteristics of Turkic people among the world languages, the historical periods and important works of Turkish language.
3	Theoretical	Punctuation marks: The use and importance of punctuation marks.
4	Theoretical	Writing rules: Writing some additions and prepositions. Custom names, numbers, spelling of quotes. Places where upper and lower case letters are used
5	Theoretical	Official correspondence: Petition, minutes. Practice on these types
6	Theoretical	Official correspondence. Report, business letter, essay. Practice on these species.
7	Theoretical	Current expression disturbances at word level.
8	Theoretical	Expression disturbances at sentence level.
9	Theoretical	Creating paragraphs I
10	Theoretical	Paragraph creation II
11	Theoretical	Paragraph analysis.
12	Theoretical	Creating text about the field
13	Theoretical	Review of criticism and evaluation writing.
14	Theoretical	Writing criticism and evaluation writing.



15	Theoretical	Final exam
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Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	2	28
Assignment	1	6	1	7
Individual Work	2	2	2	8
Final Examination	1	6	1	7
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to obtain general information about essays and skills of planning to be used in essay writing
2	To be able to use words and word groups in an effective way in written and verbal expressions
3	To be able to understand the importance of correct word order in Turkish
4	To be able to apply problem-solving methods to chosen sentences and pieces from works of literature and books
5	To be able to learn the defining characteristics of literature and distinguish the similarities and differences of these types
6	To gain the ability to use Turkish as a tool for written and verbal expressions
7	1. To learn that Turkish is one of the world's important languages and examples of important literary works in this language
8	To allow active participation in their educational period by giving responsibility

Programme Outcomes (Public Relations and Publicity)

1	To be able to possess theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	To be able to own an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	To be able to possess a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	To be able to possess a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	To be able to widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	To be able to use competence on computer softwares about the field and on the other communication technologies.
7	To be able to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	To be able to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents in the field.
9	To be able to apply the ethical and legal rules that students learned while exercising the occupation.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6	L7	L8
P1	3	3	4	4	4	3	2	3
P2	3	3	4	3	3	3	2	3
P3	2	3	3	3	3	3	3	2
P4	2	3	4	3	2	3	3	2
P5	2	3	4	3	3	3	3	2
P6	2	3	4	3	3	3	3	2
P7	3	3	4	3	3	3	3	3
P8	3	3	4	2	2	3	3	3
P9	3	3	3	2	2	3	2	2

