



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Phonetics and Diction							
Course Code		HAT160		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to educate students in order to use voice, dominate Turkish, utilize extensive vocabulary and assimilate the art of oratory.							
Course Content		What is beautiful and effective speech? Developing and Evaluating Speaking Ability, Points to be Considered in Correct Pronunciation of Turkish, Diction Exercises, Speech Disorders and Elimination, Types of Speech, Oratory, Discussion (Open Session, Symposium, Panel, Forum, Debate, Conference), Effective Listening Methods and Techniques, Voice Based Language Mistakes							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Case Study, Individual Study					
Name of Lecturer(s)		Lec. Nurdanur TAVLAN SOYDAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Gürzap, Can (2019), Söz Söyleme ve Diksiyon, Remzi Kitabevi.
2	Kalkan, Ümit (2015), Söz Sanatı - Pratik Diksiyon Bilgileri, Kitap Dünyası Yayınları, İstanbul.
3	Şenbay, Nüzhet (2012), Söz ve Diksiyon Sanatı, Yapı Kredi Yayınları, İstanbul.

Week	Weekly Detailed Course Contents	
1	Theoretical	Explanation of the Concept of Voice
2	Theoretical	Formation and physiology of sound, loudness of sound, timbre of sound, pitch of sound, letters, vowels and consonants
3	Theoretical	Voice and Personality; Characteristics of a Good Voice; The Right Breath The Right Sound, Relaxation, Emptying the Mind, Heating the Body; Respiration (Aperture Applications, Sound Use and Protection)
4	Theoretical	What is Pronunciation / Diction? Aims and Benefits of Diction
5	Theoretical	Phonetic Properties of Turkish (Drowning, Drowning Disorders), Rules of Discourse (Ulama, Accent, Simulation, Coalescence, Fall, Wear, Contraction), Intonation (Expression, Accent: Word Accent, Sentence Accent)
6	Theoretical	Speech Errors and Prevention Ways, Expression Distress and Prevention Ways, Hardware, Dominance of Language, Speech, Value of Word (Meaning, Knowledge, Wisdom, Law, Art, Communication, etc.), Speech Errors and Examples
7	Theoretical	Types of Speech: Impromptu Speech, Prepared Speech; Conversations, speaking in the community, speaking to the community.
8	Intermediate Exam	Midterm Exam
9	Theoretical	Listening, Preparation and Plan: Using Language in Discussion Environments
10	Theoretical	Controversial Meetings: (Discussion, Debate, Open Session, Panel, Forum, Symposium)
11	Theoretical	Types of Oratory, (Legal / Judicial, Political, Military, Scientific, Religious Oratory)
12	Theoretical	Public Speaking: Oratory Practices
13	Theoretical	Public Speaking: Oratory Practices
14	Theoretical	Public Speaking: Oratory Practices
15	Theoretical	Public Speaking: Oratory Practices
16	Final Exam	Final Exam
17	Final Exam	Final Exam



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	2	1	3
Final Examination	1	4	1	5
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 pronounce words in a proper way.
2	To be able to improve listening and speaking skills.
3	To be able to execute verbal lecture.
4	To be able to speak effectively against the community.
5	To be able to define the requirements of a good speaker.

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
P1	4	3	3	3	2
P2	4	3	3	3	2
P3	4	3	3	4	3
P4	4	4	2	4	3
P5	4	4	2	3	4
P6	3	4	2	3	4
P7	3	3	4	4	3
P8	3	3	4	3	3
P9	4	4	4	4	3

