



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		General Communication							
Course Code		HAT101		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		Giving theoretical and practical knowledge to student is about human relations and communication. Education students is on making effective communication and maintaining them.							
Course Content		The Concept of Communication and Basic Elements of Communication, Communication Process and Basic Elements, Functions of Communication (Open / Implicit / Psychological / Social Functions), Classification of Communication (Oral Communication, Nonverbal Communication, Written Communication), Communication Types (Communication with the Person, Interpersonal Communication) , Group Communication, Organizational Communication, Mass Communication), Effective Communication / Body Language - Correct and Effective Communication, Types of Listening (Apparently Listening, Selective Listening, Plugged Listening, Defensive Listening, Trap Founder Listening, Surface Listening), Effective (Active) Listening , Empathy, Self-Esteem Developing Language and Self-Esteem Damaging Language, Communication in Business / Communication Channels in Business / Functions of Communication in Organization / Structure of Groups and Functions, Interpersonal Communication Conflicts, Conflict in Communication and Solutions							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)		Ins. Aydan BAŞÇALIŞKAN DEVLİ							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	İletişim Nedir? Zillioğlu, M., İstanbul, 2003, s.1-292.
2	Communication Science, Lazar, J., (Translated by Cengiz Anık) Ankara, 2001, s.15-110.
3	Etkili Sunum Teknikleri, Gürüz, D. ve Temel Eğinli, A., Ankara, 2010, s. 1-172.

Week	Weekly Detailed Course Contents	
1	Theoretical	The Concept of Communication and Basic Elements of Communication, Communication Process and Basic Elements
2	Theoretical	Functions of Communication (Open / Implicit / Psychological / Social Functions)
3	Theoretical	Classification of Communication (Oral Communication, Nonverbal Communication, Written Communication)
4	Theoretical	Communication Types (Communication with the Person, Interpersonal Communication, Group Communication, Organizational Communication, Mass Communication)
5	Theoretical	Effective Communication / Body Language - Correct and Effective Communication
6	Theoretical	Types of Listening (Apparently Listening, Selective Listening, Stuck Listening, Defensive Listening, Trap Founder Listening, Superficial Listening)
7	Theoretical	Characteristics of Active Listening, Empathy, Self-Esteem Developing Language and Self-Esteem Harmful Language
8	Intermediate Exam	Midterm Exam
9	Theoretical	Use of Space in Communication and Distances / Case Studies
10	Theoretical	Communication in Business / Communication Channels in Business / Functions of Communication in Organization / Structure and Functions of Groups
11	Theoretical	Interpersonal Conflicts
12	Theoretical	Communication Barriers (Constructive and Disruptive Barriers of Communication)
13	Theoretical	Ways to overcome Communication Barriers (Empathic, Motivational and Effective Communication)
14	Theoretical	Purpose of Persuasion in Communication
15	Theoretical	Conflict in Communication and Solutions
16	Final Exam	Final Exam



17	Final Exam	Final Exam
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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 know the communication process and its elements.
2	To be able to recognize yourself and others.
3	To be able to identify factors that hinder communication, to recognize the impact of negative attitudes.
4	To be able to possess effective communication skills.
5	To be able to apprehend the importance of human relationships and the need and to be able to become aware of the relationship between mental health and human relations.

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	3	3	3	4	3
P2	2	2	3	5	2
P3	2	3	3	4	3
P4	3	3	2	4	3
P5	3	3	4	3	3
P6	3	4	4	3	2
P7	4	3	3	3	3
P8	4	3	4	3	3
P9	4	4	4	3	3

