



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Psychology of Communication							
Course Code		PSİ316		Course Level		First Cycle (Bachelor's Degree)			
ECTS Credit	4	Workload	98 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to provide students general overview of theory and methods relevant communication psychology, interpersonal communication and mass communication and analysing communication process using significant methods							
Course Content		Field and topics of psychology of communication, communication areas and models, basic concepts, communication context, effects of physical environment and socio-cultural features, interpersonal communication, self, interpersonal perception, verbal communication, non-verbal communication, listening, emotions, conflicts and solutions in communication, persuasion, communication in groups, mass communication, media, theory and method in communication research, content analysis, discourse analysis, public opinion, propaganda, psychological, social and culturel effects of mass communication							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	20
Final Examination	1	60
Assignment	1	20

### Recommended or Required Reading

1	Yeniden İnsan İnsana, Doğan Cüceloğlu, Remzi Kitabevi, İstanbul, 2000
2	Temel İletişim Becerileri, Hacer Harlak, ADÜ yayını, 2007
3	Sosyal Bilimlerde İçerik Analizi, Nuri Bilgin, Siyasal Kitabevi, Ankara, 2006
4	Kültürün Toplumsal Dinamiği, Abraham Moles(çev. Nuri Bilgin), Ege Üniversitesi Edebiyat Fakültesi Yayınları, İzmir, 1983
5	İknanın Psikolojisi, Robert Cialdini, Mediacat Yayınları, İstanbul, 2003
6	Kitle İletişim Modelleri, D.McQuail ve S. Windahl, İmge Kitabevi Yayınları, Ankara, 1997
7	Tam Ekran, Jean Baudrillard, YKY Yayınları, İstanbul, 2004
8	Sessiz Yığınların Gölgesinde ya da Toplumsal'ın Sonu, Jean Baudrillard Ayrıntı Yayınevi, Ankara, 1991
9	Gutenberg Galaksisi, Marshall McLuhan, YKY Yayınları, İstanbul, 2014
10	Medya Gerçeği, Noam Chomsky, Everest Yayınları, İstanbul, 2002
11	İletişim Çatışmaları ve Empati, Üstün Dökmen, Remzi Yayınevi, İstanbul, 2008
12	Dikkat Vücudunuz Konuşuyor, Ahmet Ş. İzgören, Elma Yayınevi, Ankara, 2012
13	Kelimelerin Büyülü Dünyası, John C. Condon, İnsan Yayınları, İstanbul, 1998

Week	Weekly Detailed Course Contents	
1	Theoretical	Field of psychology of communication, questions and topics about psychology of communication
2	Theoretical	Communication areas, models
3	Theoretical	Basic concepts
4	Theoretical	Communication context: effects of physical environment and socio-cultural features
5	Theoretical	Interpersonal communication
6	Theoretical	Self, interpersonal perception
7	Theoretical	Verbal communication, non-verbal communication, listening, emotions, conflicts and solutions in communication
8	Theoretical	Midterm Exam
9	Theoretical	Persuasion
10	Theoretical	Communication in groups
11	Theoretical	Mass communication, media
12	Theoretical	Theory and method in communication research
13	Theoretical	Content analysis, discourse analysis



14	Theoretical	Public opinion, propaganda, psychological, social and cultural effects of mass communication
15	Theoretical	Overview

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	28	1	1	56
Project	1	1	1	2
Midterm Examination	1	15	1	16
Final Examination	1	22	2	24
Total Workload (Hours)				98
[Total Workload (Hours) / 25*] = ECTS				4

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	To know basic concepts and application areas in communication psychology
2	To learn communication role and interpersonal communication subjects in human-environment relationship
3	To have knowledge about persuasion psychology
4	To identify extensive communication ways as media, propaganda and public informing
5	To know theory and methodology in communication psychology

**Programme Outcomes (Child Development)**

1	Comparatively evaluate and interpret the reliability and validity of the knowledge he / she has by using the basic and updated theoretical and practical educational and training tools and resources in the field of child development.
2	In line with the theoretical and practical knowledge he has acquired in the field of child development, he has the skills to evaluate children who show typical and atypical development with different methods and tools, develop support programs, provide family counseling and inform the society.
3	Uses his/her knowledge about self-care, physical-motor, cognitive-language, social-emotional development of 0-18 year old children for the developmental and educational diagnosis of children, in the units related to his/her profession for the benefit of children, families and society.
4	Analyzes the problems of their children and their families in terms of health, development, education and social service in the country and produces appropriate solutions and original ideas by using evidence-based knowledge on these problems.
5	Using the basic knowledge in the field of child development, he produces individual and group studies
6	He plans and implements research, professional projects and activities for the social environment in which it lives with the awareness of social responsibility, and monitors and evaluates the process.
7	Acts in accordance with the ethics of science, observes the psychological state of the children and their families in experimental researches on children.
8	Behaves in accordance with laws, regulations and legislation and respectful of democracy, human rights, social, scientific and professional ethical values, presenting an example for the society with his/her attitude, behavior and appearance.
9	Has adequate awareness about quality management and processes, individual and environmental protection and occupational safety issues including infants, children and families, participates and behaves accordingly in these processes.
10	He can integrate her professional knowledge with knowledge from different disciplines, he takes responsibility in multidisciplinary, interdisciplinary and transdisciplinary studies by participating in teamwork and fulfills his duties effectively.
11	Developing the habit of keeping research and learning awareness and knowledge up-to-date throughout life, he knows all the concepts related to development and education for children and young people aged 0-18 and follows the studies on this subject with a critical approach.
12	Using information and communication technologies together with the computer software required by the field.
13	To follow the changes and developments in the field using at least one foreign language.

**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	5	5	5	5	5
P3	4	4	4	4	4
P4	4	4	4	4	4
P6	5	4	4	4	4
P7	4	3	3	3	3
P8	4	3	3	3	3
P9	4	3	3	3	3
P10	5	4	4	3	4



P11	4	4	4	4	4
-----	---	---	---	---	---

