



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Communication Theories							
Course Code		HİRY501		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		The aim of this course is to enable students to understand mass communication, to understand the different aspects of communication, to understand how mass media plays a role in society and how it affects society within the framework of theories put forward by communication scientists.							
Course Content		Identify the field of mass communication by distinguishing mass communication from communication. Possible effects of media on social structures: Idealist, materialist, autonomy and interdependence relations. Mass communication theories based on scientific research: Lasswell theory, two-step flow theory, agenda setting and determination theory, usage and satisfaction theory Cultural indicators approach.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Case Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Hüseyin Köse, Bourdieu Medyaya Karşı/Medya: İşbirlikçi, Zorba ve Çığırtkan, Papirüs Yayınevi, İstanbul, 2004;
---	---

Week	Weekly Detailed Course Contents	
1	Theoretical	Definition of the concepts of communication, mass communication and mass media, comparison of information-communication concepts, explaining the elements in communication process with two models, obstacles in mass communication process; Explaining the similarities and differences with interpersonal communication in three categories as presentation, representation and mechanics of mass media
2	Theoretical	Monopolization in communication world (definition, examples, effects) transnational companies, MacBride Report
3	Theoretical	Introduction to communication sciences, the importance of communication as a social process, its position as an element of socialization, its relationship with other disciplines. Technological developments in communication and related problems; technological developments and social change, characteristics of communication society.
4	Theoretical	The relationship between mass media, social structure and cultural structure (idealism, materialism, autonomy, interdependence) and related researches.
5	Theoretical	Changing cultural structures and changing mass communication environment parallel to the evolution of social structures
6	Theoretical	Communication theories within the framework of three main stages of mass communication research (mass society - behaviorist - empirical-critical phase) (Lasswell's influence theory, Katz and Lazarsfeld's two-step flow theory, consistency theories).
7	Intermediate Exam	vize
8	Theoretical	Empirical and critical perspectives in communication research, behavioral trend and its impact on social sciences. Basic features of critical perspective
9	Theoretical	Basic approaches in mass communication, evaluation of mass media in line with these approaches: Mass society - mass culture Comparison of popular-mass culture concepts, examples and classification of mass culture.
10	Theoretical	Traditional Marxist approach and three sub-theories of this approach, Political-Economic Theory, Critical Theory and Frankfurt School, Dependency Theory.
11	Theoretical	Social Cultural Approach and Birmingham School studies, Structural - Functionalist Approaches, Individual - Functionalist Approach. The functions offered by mass media in the social and individual contexts within the framework of the last two approaches.
12	Theoretical	Agenda setting and determination theory, framing theory: Definition, research and criticism within the framework of the theory.



13	Theoretical	Explanation of agenda building, silence spiral, usage and satisfaction theories with models.
14	Final Exam	final exam

**Workload Calculation**

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = <b>ECTS</b>				5

\*25 hour workload is accepted as 1 ECTS

**Learning Outcomes**

1	Understands the basic factors of mass communication
2	..Explain the role of mass media in society.
3	...Recognize and compare the theories developed in mass communication.
4	Explain historical events that shed light on mass communication studies.
5	Explain the media practices of the society in which they live.

**Programme Outcomes (Public Relations and Advertising Master)**

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

**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	4		3	5
P2	5		4	4	5
P3		5	4	5	
P4	5	5			5
P5	5		4		5
P6	4		4		5
P7	5	4	4		
P8	4	4			
P9	5			5	
P10	5			5	

