



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Intercultural Communication							
Course Code		HİRY506		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 provide students with information about theories of intercultural communication, sensitivity to cultural differences and to give an intercultural perspective that they will take into consideration in their daily lives, and to show how to analyze intercultural communication situations.							
Course Content		The seminar focuses on the main variables of communication in the intercultural context and discusses the problems of communication among people from different cultures in daily life, work environment and international relations.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration					
Name of Lecturer(s)		Prof. İçten Duygu ÖZBEK							

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Baumann, Gerd (2006). Çokkültürlülük Bilmececi. Ankara: Dost Kitabevi. Fanon, Frantz (2011). Siyah Deri Beyaz Maske. İstanbul: Versus Kitap. Spivak, Gayatri (2009). "Madun Konuşabilir mi?" İçinde: Methodos: Kuram ve Yöntem Kenarından. İstanbul: Anahtar Kitap Yay. Tural, Nilgün (2006). Küreselleşme İletişim ve Kültürlerarasılık. İstanbul: Kırmızı. Nalçaoğlu, Halil (2004). Kültürel Farkın Yapısökümü. Ankara: Phonix. Walzer, Michael (1998). Hoşgörü Üzerine. Çev. Abdullah Yılmaz. İstanbul: Ayrıntı Swartz, David (2011). Kültür ve İktidar. Çev. Elçin Gen. İstanbul: İletişim Yayınları
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Week	Weekly Detailed Course Contents	
1	Theoretical	culture and communication concepts and their relationship, acculturation, enculturation, subculture and so on. definitions of concepts.
2	Theoretical	General map of cultural theory from classical social theory to postmodern approaches
3	Theoretical	History of Intercultural Communication Studies
4	Theoretical	Intercultural Communication Theories I: Information Systems Theory
5	Theoretical	Intercultural Communication Theories II: Culturality of Time and Space Intercultural Communication Theories III: Cultural Dimension Theory
6	Theoretical	Theories of Intercultural Communication IV: Theories of Cultural Relativity versus Communicative Action Theory
7	Intermediate Exam	mid term exam
8	Theoretical	Identity and Conflict in the Context of Cultural Difference
9	Theoretical	Intercultural Communication Competence
10	Theoretical	Ethics in Intercultural Communication
11	Theoretical	Intercultural communication in popular culture: non-fiction media content
12	Theoretical	Intercultural communication in popular culture: Fictional media content
13	Theoretical	Intercultural communication in popular culture: literary and visual art texts
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*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Intercultural Communication is the basic concepts and theoretical framework of the study field, acquainted with the basic resources and case studies
2	Learns that interculturalism should not be considered only within the framework of the nation-state paradigm and explains its transformation in different social formations throughout history
3	Explains the experiences of interculturalism both in media and daily life and conceptually discusses different cases in this context.
4	Recognize and analyze the intercultural, multicultural, hybrid forms of new citizenship with globalization in media contents and texts of different artistic genres.
5	Gains an approach and theoretical knowledge about the analysis of intercultural communication situations in popular culture. 6 -Knows the contemporary problems of communication with the other and develops solutions to these problems.

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

